

Chief Marketing Officer – Laura Rice

Ms. Rice has served as our Chief Marketing Officer since March 2022. Ms. Rice served as our Vice President of Franchise Marketing from June 2021 to February 2022. From November 2019 to June 2020, she was Director of Marketing for Heartland Home Foods, Inc. in Halethorpe, Maryland. From October 2018 to November 2019, Ms. Rice was Senior Product Marketing Manager for Walden University in Columbia, Maryland.

Vice President, Franchise Sales and Development – Kimberly Mitchell Wolff

Ms. Wolff has served as our Vice President, Franchise Sales and Development since April 2023. From June 2020 to April 2022, she served as Vice President, Global Sales Enablement & Client Service Management for Mood Media Corporation in Fort Mill, South Carolina. From October 2018 to June 2020, she served as Vice President, Enablement & Solutions for Mood Media Corporation in Fort Mill, South Carolina.

Director of Marketing – Lauren Moran

Ms. Moran has served as our Director of Marketing since June 2018. She has held this same position for ECI since August 2013.

Director of Education - Kristen Miller

Ms. Miller has served as our Director of Education since May 2022. She has held several positions for ECI, including as Director of Education since May 2022, Director of Accreditation from April 2016 to April 2022, and as a School Director from December 2015 to April 2016.

Director of Franchise Sales – Michael Carahaly

Mr. Carahaly has served as our Director of Franchise Sales since June 2023. From October 2022 to May 2023, he served as Director, Franchise Sales for X-Golf America, Inc. in Los Angeles, California. From March 2022 to September 2022, he served as Director, Franchise Sales for Crest Foods, Inc. in Richardson, Texas. From ~~June-July 2021 to October 2024~~ [February 2022](#), he served as Director, Franchise Sales for iCode Franchise, Inc. in Frisco, Texas. [From January 2018 to May 2021, he was National Account Sales Executive of BrandPoint Services, Inc. in Oaks, Pennsylvania.](#) From January 2015 to August 2020, he was the Owner of All County Property Management Franchise Corporation in Exton, Pennsylvania.

Director of Franchise Training – Stefanie Shurer

Mrs. Shurer has served as our Director of Franchise Training since April 2023. She has been Director of Training for ECI since June 2018.

Market Director - Michael Forrest

Mr. Forrest has served as our Market Director since April 2023. From October 2022 to April 2023, he was Managing Director for Preschool Solutions, LLC in Decatur, Georgia. From August 2021 to October 2022, he was our Director of Franchise Operations. From February 2021 to August 2021, he was Vice President of Franchise Relations for the Asian American Hotel Owners Association Inc. in Atlanta, Georgia. From November 2017 to February 2021, he was a Regional Manager for Goddard Systems Inc. in King of Prussia, Pennsylvania.

ITEM 3 LITIGATION

No litigation is required to be disclosed in this Item.