

## Genesis Technologies Partners With Certiport to Offer Adobe Student Certifications

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Austin, TX, August 24, 2009 – Genesis Technologies, Inc., an Austin-based academic software reseller, has partnered with certification experts Certiport to bring schools the opportunity to certify their students as Adobe Certified Associates. Genesis Technologies, Inc. now offers the Adobe Certified Associate Testing Center Licenses to educational institutions aiming to boost the digital communications credentials of its students entering a largely web-based job market. Industry-recognized certification as an Adobe Certified Associate validates students' mastery of Adobe Digital media software and products for future employers.

Students graduating from high schools and colleges in the 21st century are required more and more often to exhibit proficiency in digital communication. Certification as an Adobe Certified Associate not only promotes digital communications performance in the classroom, but also offers an affordable solution for schools that want to give their students that extra edge over the job market competition.

Attaining certification as an Adobe Certified Associate can open doors for students' professional careers. The benefits of students attaining Adobe Certification include: increased visibility for students' resumes, attracting new business opportunities, differentiating students from their competitors and leveraging the power of the Adobe brand. Adobe Certified Associates have the entry-level skills required to plan, design, build and maintain effective communications using different forms of digital media.

As computers gain increased prominence in the classroom and in the workplace, schools are desperately seeking ways to ensure their students have the best technology education. Institutions implementing the Adobe Certification Program put their students at the forefront of digital communications technology education. High Schools and Universities alike are eligible to participate as Licensed Adobe Certification centers. As an authorized Adobe Certification center, schools may administer an unlimited number of Adobe certification tests during the one-year license period.

The Adobe Certified Associate Classroom License makes it affordable for educational institutions to implement testing across all programs and courses. Since the annual cost for the license can be covered by student fees, the Adobe Certified Associate Testing Center Licenses are a profitable choice for schools. Instructors may also test as Adobe Certified under the license as part of a Professional Development program. The one-year Certiport Adobe Certification Testing Center License is available through Genesis Technologies, Inc. – The Software Store for Education.

About Genesis Technologies, Inc.: Headquartered in Austin, Texas, Genesis Technologies, Inc. is an authorized academic software reseller that provides discounts on software products to students, teachers, school faculty and staff, and educational and non-profit institutions. ([www.Genesis-Technologies.com](http://www.Genesis-Technologies.com))

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