

School Owners Get Twice the Value with DojoLink and MATA Offer

MATA and DojoLink Team Up With Special Offer for School Owners

Palm Harbor, FL and Boston, MA - The Martial Arts Teachers' Association (MATA) and DojoLink have entered into a strategic alliance. The alliance kicks off with a special promotion for school owners.

The offer to the industry is two-fold:

1. Join DojoLink and get your first month of MATA free. For just \$79, most schools can become a DojoLink client and immediately enjoy the full benefits of having total control of their school. Now, MATA is offering a free month of membership to any new DojoLink clients. If an owner is not a MATA member yet, they get their first month free. If they are already a MATA member, join DojoLink and DojoLink will cover your next month of MATA.
2. Join DojoLink and with your first month paid subscription, get a FREE copy of John Graden's new book, *The Truth About the Martial Arts Business*. 200 pages of rock solid information and inspiration by the industry's best selling business author.

The book is a \$39.95 value. With the MATA membership, the package value is worth \$65.

MATA Executive Director John Graden said, "Since both organizations are online, our members are best suited to take advantage of DojoLink's web based management solution and DojoLink clients will enjoy using MATA to get a high return for their efforts. It's a great deal for everyone."

MATA is the world's largest online professional association for martial arts school owners. DojoLink is a complete web based martial arts school management solution. DojoLink supports schools from a couple dozen students to multi-school systems with thousands of students. As a web based solution there is no software to install and school owners can access their school information from anywhere; at school, home, or even while traveling.

DojoLink President Al McNichol said: "We listen to our clients and they made it clear; a MATA membership combined with the DojoLink service is an extremely powerful combination. This special relationship provides MATA members the opportunity to apply MATA's best practices every day using DojoLink's functionality."

Beyond the kickoff promotion, MATA will work with DojoLink to integrate their proven systems and best practices into the DojoLink system to put the power of both organizations at the fingertips of their members.

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About Martial Arts Teachers' Association, MATA

The Martial Arts Teachers' Association is the worldwide leader for instructor and owner education. Founded by John Graden, creator of NAPMA, Martial Arts Professional Magazine, and the ACMA, the Martial Arts Teachers' Association is a professional association for martial arts school owners, instructors and anyone interested in a martial arts career. Headquartered in Palm Harbor, Florida, MATA provides a wide range of information to members.

See <http://www.martialartsteachers.com> for more information.

About DojoLink and SilkSystem, Inc.

DojoLink®, a product of SilkSystem®, Inc., is an online Internet based martial arts school management solution. Provided as a monthly service, the DojoLink® solution empowers school owners to see their school in real-time and

proactively manage their business. In the end allowing owners and instructors alike to spend more time teaching their students and growing their schools.

SilkSystem offers a range of services focused on leveraging web based technologies to solve business issues and challenges. SilkSystem corporate offices are located in Boston, Massachusetts and Atlanta, Georgia.

For more information, visit www.dojolink.com and www.silkssystem.com.

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