

MEDIA RELEASE

For immediate release

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Castle Worldwide, Inc. Partners with the National Retail Federation Foundation and Greater Business Solutions Global to Reshape the Chinese Retail Industry

Castle Worldwide, Inc. partners with Greater Business Solutions Global of Beijing, China, an affiliate of the Chinese Chamber of International Commerce, in collaboration with the National Retail Federation Foundation, to design, develop, and deliver retail training and certification examinations in China.

Morrisville, N.C. – Jan. 17, 2010 – Castle Worldwide, Inc., a leading provider of assessment and education consulting services, signed a cooperative agreement with Greater Business Solutions Global of Beijing, China (GBS Global), an affiliate of the Chinese Chamber of International Commerce (CCOIC), to design, develop, and deliver retail training and certification examinations in China created in collaboration with the National Retail Federation Foundation (NRF Foundation). The courseware and examinations will target corporate employers, vocational students, and graduates of university retail programs. Design and development activities are underway for three tiered training and examination programs. The first program, Retail Operations Management, will be available to Chinese candidates beginning in December of 2009.

Castle joined with its long standing business partner, the NRF Foundation, to provide GBS Global and Chinese retail professionals with the highest quality retail knowledge and certification testing. The NRF Foundation's national retail standards are being used in the development of national standards for China. US-based retail experts from the NRF Foundation and workforce development and testing experts from Castle recently traveled to Beijing in December 2009 to launch the first program, Retail Operations Management across China.

“Currently, the retail industry in China is growing rapidly despite a shortage of well-trained retail store managers at all levels. This shortage and the lack of first-class training for existing and potential employees has negatively affected the retail marketplace,” said Mark Zhang, President of GBS Global. “The cooperation between Castle, the NRF Foundation, and GBS Global will significantly improve the standards and effectiveness of the Chinese retail industry.”

“We are proud to formalize our relationship with GBS Global and to expand our long-time partnership with the NRF Foundation to bring world-class education and certification to the Chinese retail workforce,” said Jeffrey LaRiche, Chairman of the Board and CEO of Castle. “During our travels to China, GBS Global and its employees

and partners have demonstrated deep influence in the Chinese marketplace and a high standard of professionalism and commitment to retail training and certification. This commitment linked to the NRF Foundation's substantial resources and expertise in worldwide retail standards will provide strong support for the development of retail training and certification examinations in China."

Castle's relationship with GBS Global will deliver the benefits of a credential based on global best practices in selling and service, store operations, finance, merchandising, and human resource management that will provide retail store owners significant efficiencies in cost and operations.

"The training and certification programs referenced in the agreement focus on a need that, until now, has not been addressed," said Rick Phillips, PhD, Castle's Chief Technology Officer. "The courseware is based on interactive learning methods which will result in higher rates of information retention." Dr. Phillips and Leo F. Hirata, Chairman of the international business development firm, Dharma Brothers International, presented on the benefits of interactive learning approaches at the 8th Annual Shopping Mall Conference held at the Olympic Village in Beijing in September 2009.

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About Castle

Castle Worldwide, Inc. is a highly respected provider of testing and training services for trade and professional associations, corporations, government agencies, and educational institutions. For more than 20 years, Castle has distinguished itself by providing psychometric expertise, technological capabilities and a customer-centric business approach. Castle continually monitors advancements made in the worlds of testing, training and business management to provide its clients with sound solutions and responsive service. www.castleworldwide.com

About GBS Global, Inc.

GBS Global Inc. is a professional service provider specializing in management consulting, educational training, and workforce development for the retail industry. Working in cooperation with the Chinese government's commercial and educational sectors, GBS is committed to promoting communication and cooperation between the international retail communities. The members of GBS Global's senior management team are experienced, seasoned professionals in global retail, finance, educational training, and information technology development who are able to move confidently and fluidly across cultures and who understand the best practices of the East and the West. GBS's mission to develop effective retail training systems is key to satisfying the need for high quality retail professionals in the Chinese retail marketplace.

About The NRF Foundation

The NRF Foundation is the research and education arm of the National Retail Federation. A non-profit foundation created in 1981, the Foundation conducts industry research, develops education and workforce development programs, professional certification programs and promotes retailing as a career destination. The NRF Foundation benefits retailers, their associates and business partners and allies, and consumers in many ways. The Foundation's education and career development efforts, including NRF University wired, encourage professional development and excellence in performance of retailing for associates and executives at all levels.

The National Retail Federation is the world's largest retail trade association, with membership that comprises all retail formats and channels of distribution including department, specialty, discount, catalog, Internet, independent stores, chain restaurants, drug stores and grocery stores as well as the industry's key trading partners of retail goods and services. NRF represents an industry with more than 1.6 million U.S. retail establishments, more than 24 million employees - about one in five American workers - and 2008 sales of \$4.6 trillion. As the industry umbrella group, NRF also represents more than 100 state, national and international retail associations. www.nrf.com.

About Dharma Bros International LTD.

Dharma Bros International LTD [DBI] is a business advisor for worldwide companies seeking to expand their products, services, and investments into the China marketplace. The founder and Chairman of DBI, Leo F. Hirata, is the China Business Advisor to Castle Worldwide and assisted greatly with the establishment of Castle's relationship with GBS. DBI is also involved in other high-profiled business ventures in China.