

Selling Prospectus: Introduction

Mediation Training Institute International (MTI) is currently owned and operated by Dana Mediation Institute, Inc. (DMI).

This prospectus, accompanied by attachments available on request, constitutes an offer to sell MTI as a stock sale of DMI containing all assets, or as a selection of assets desired by the buyer. Revisions are made occasionally. The letter in the upper right of each document (e.g., 2011A) indicates the current version; compare to any previous versions you may have seen to ensure that you are viewing the most recent one.

The URL (www.mediationworks.com) and the trade name (Mediation Training Institute International) may be regarded as a "vessel" capable of containing any content related to mediation/ADR training. DMI's proprietary training programs and services may be viewed as the "cargo" that currently inhabits that vessel.

Some prospective buyers may have interest only in the vessel, not in its current cargo; others may value only DMI's proprietary training and assessment resources, not in the MTI "brand" or URL. Please view the "Asset Separability" attachment.

The seller anticipates that the vessel (URL and trade name) may be purchased separately by a university or other established provider of mediation/ADR training whose Internet search ranking is not in the top ten (lower results have negligible value), and that DMI's content may be purchased separately by a human resources consulting firm wishing to expand its services in the assessment, prevention, and early resolution of workplace conflict as components of the broader strategic management of organizational conflict. Or, the MTI vessel and its DMI cargo may be purchased by a visionary entrepreneur who recognizes the tremendous growth potential of the enterprise under a business model resembling or based upon the current one, once it is infused with expanded resources and fresh talent.

As is often the case in the sale of companies that are well established in their markets, the "brand is worth more than the business." The MTI brand (URL and trade name) enjoys global brand dominance in Internet search (MTI has been the #1 Google and Yahoo! search result for "mediation training" and related terms every day since 1998). Continuation of that dominance subsequent to acquisition may be included as a conditional term in the sales agreement. Evidently, the seller knows how to achieve and maintain this result.

Interested parties are encouraged to first read the one-page Announcement of Sale. If further consideration is warranted, request access to the several attachments to the prospectus and review the website www.mediationworks.com where the current business model, and much of DMI's intellectual property and other assets, may be examined in detail.