



FOR IMMEDIATE RELEASE

BSDD, Inc. first to receive AAA Approved Driving School Network Program Nod

Columbus, Ohio – December 8, 2008 – There's a difference between driver *education* and driver *training*. Bloom School of Driving Dynamix, Inc. was founded by Mark Bloom with that difference in mind.

Bloom wanted to address what he felt was lacking in traditional driver education programs. What makes BSDD unique is what they offer above and beyond the minimum requirements that must be met to obtain an Ohio driver's license. Specifically, their Car Control Drills Program.

A recent endorsement by the AAA brings much credibility to this unique driver training program. BSDD is the first school to be approved through the AAA Approved Driving School Network Program in the entire Ohio Auto Club's 38-county region.

"We are really excited to join the AAA in making teen drivers better, safer and more confident behind the wheel" said Mark Bloom, president and owner of BSDD. "The ADSN Program is a very exclusive club and being a member takes us to a new level with regard to co-marketing, referrals and partnering opportunities with other Program schools" Bloom added.

Mary Lou Gallimore of the AAA Ohio Auto Club had this to say, "As part of AAA's commitment to safety and service to its members, the Ohio Auto Club has launched a program to approve schools that meet our stringent standards. This program has been piloted and refined in driving schools around the country."

Ms. Gallimore continued, "AAA Ohio Auto Club is very pleased to announce that Bloom School of Driving Dynamix has been chosen to be a part of the AAA Approved Driving School Network. We feel this school will be an excellent addition to the growing network of select driving schools that are changing the face of driver training as we know it."

The one-day Car Control Drills Program takes place at the Ricart Mega Mall located on South Hamilton Road in Groveport. This program is offered in addition to the typical driver education course and is highly recommended for both new and experienced drivers.

Approximately two hours are spent in the classroom where students learn basic vehicle dynamics through white board and other media presentations. The students then proceed to the hands-on drills for the Slalom, Wet Braking/Steering, Emergency Lane Change and Spin Avoidance Car exercises.

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The program is designed to expose students to challenging vehicle control situations in a slow, safe and controlled environment. The highly qualified instructors, including retired Ohio State Highway Patrolmen, then give proper coaching on identifying what's wrong and what steps to take to correct the situation.

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Bloom School of Driving Dynamix, Inc. is a unique driving school providing first time and established drivers the opportunity to improve their skills through dynamic car control drills.

While the primary focus of BSDD is new teen drivers, our program can accommodate any driver including seniors, corporate/fleet, law enforcement and owners of SUVs and mini-vans.

BSDD was founded by Mark Bloom to address what he felt was lacking in traditional driver education programs. While a basic "rules of the road" education is necessary, Mark feels it is also important to understand vehicle dynamics and learn how to react in situations where things go wrong. No driver education school in the central Ohio area provides this type of advanced driver training. We believe both are crucial in order to become a more capable, competent and well-rounded driver.

Bloom has been teaching various driving programs for nearly twenty years, most recently with The Mid-Ohio School at Mid-Ohio Sports Car Course. He began doing so after a 10-year career racing numerous types of sports cars. While Bloom knows that the physics that keep a race car on the track are the same forces at work on a street car, he is very careful to stress that the Car Control Drills Program is intended to develop safe and confident drivers, not encourage aggressive or otherwise dangerous driving.

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Contact:
Mark Bloom
Bloom School of Driving Dynamix, Inc.
2002 Crown Plaza Drive
Columbus, Ohio 43235-7310
(614) 273-3649
mbloom@bloomdrivingdynamix.com
www.bloomdrivingdynamix.com