



FOR IMMEDIATE RELEASE

Rotolo's Italian Pizzeria joins BSDD, Inc. in keeping teen drivers safe on the road!

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, Inc. 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.

By coming on as the exclusive food and beverage sponsor in 2009, Rotolo's Italian Pizzeria will make the Car Control Drills Program even better!

"We are really excited to have the involvement and support of Rotolo's" said Mark Bloom, president and owner of BSDD, Inc. "Of course, their pizza and other great fare is the best in town and will be a real treat for BSDD students. On top of that, the overlap of the Rotolo's locations and where we want to market the CCD Program is ideal. Through flyers, posters and promotions at each location, we hope to reach as many families with teen drivers as possible" Bloom added.

Dominic Rotolo, owner of Rotolo's had this to say, "The Rotolo Family is excited to be teamed with BSDD. We pride ourselves in making the best Italian food and it is very apparent Mark prides himself in having the best driving school for his students. Rotolo's Pizza is glad to be on the team and looks forward to a great year together!"

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.

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

BSDD, Inc. 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