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Grand Canyon University Participates in Global Conference *Online marketing expert shares knowledge of lead generation in education*

PHOENIX (Feb. 20, 2008) – One of Grand Canyon University’s top experts in online marketing will participate in a panel discussion at the upcoming Credit Suisse Global Service Conference, featuring top-level executives from education and marketing-related enterprises throughout the world.

Angee Siegel, online marketing manager at GCU is a nine-year veteran of online marketing and enrollment in the education industry. In her position at GCU she oversees online lead generation strategies, leading to a 400 percent increase in average conversion rates for paid Internet leads since joining the University in 2004.

The 10th Annual Global Services Conference by Credit Suisse is scheduled to take place Tuesday, February 26th at the Arizona Biltmore Resort & Spa located in Phoenix. The panel session, covering marketing trends and costs for higher education, is part of a three-day conference hosting more than 95 participating enterprises.

Attendees will receive valuable information about the current market for higher education online lead generation, and best practices in managing associated costs..

About Grand Canyon University

Founded in 1949, Grand Canyon University is one of Arizona’s leading higher learning institutions and one of the nation’s fastest-growing. Based in Phoenix, the regionally accredited, private, non-denominational Christian university offers online and campus-based bachelor’s and master’s degree programs through the Ken Blanchard College of Business, College of Education, College of Nursing and Health Sciences, and College of Humanities and Social Sciences. The school was ranked as having one of the top online education programs by OEDb (Online Education Database). With a total enrollment of approximately 15,000 students, GCU emphasizes individual attention for both traditional undergraduate students as well as the working professional. For more information, please visit www.gcu.edu.