



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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MindShare Learning Receives Nomination for the Prestigious Mississauga Technology Awards

-The MindShare Learning Report Recognized for its Canadian Leadership and Innovation-

Toronto, Ontario, CANADA--Wednesday, June 11, 2008: The MindShare Learning team was honoured to learn of the recent nomination for the Mississauga Technology Awards in the 'Best in Technologies' Small business category for the innovative use of technology in launching the MindShare Learning Report national eNewsletter. Mississauga **Mayor Hazel McCallion** and Ontario's **Premier Dalton McGuinty** will be on hand June 16th, 2008 at the Living Arts Centre in Mississauga for the celebrations.

"It's a great honor to learn of the recent nomination" said Robert Martellacci, president & publisher, MindShare Learning. The inspiration for Mr. Martellacci launching the MindShare Learning Report stemmed from graduate school at Pepperdine University last year, where he was immersed in the latest learning and Web 2.0 technologies. Shortly after graduation, Mr. Martellacci developed a business plan to launch the [MindShare Learning Report](#) eNewsletter which is now in its fourth issue. "Our leadership and focused effort in sharing vital knowledge across Canada through the MindShare Learning Report is raising the bar for industry and education to work collaboratively in preparing students for the 21st Century Global economy," says Mr. Martellacci.

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Several key success factors Mr. Martellacci references as essential to launching the MSL Report—a board of directors composed of leaders in both business and education; a highly skilled internal team and corporate support that includes Microsoft, Pearson, EPSON and SMART Technologies, to name a few.

About the MindShare Learning Report eNewsletter

The MindShare Learning Report™ is Canada's Premier Learning & Technology Industry eNewsletter monthly. By harnessing the power of Web 2.0 technologies, the MindShare Learning Report™ features engaging Vodcasts, Canadian industry news headlines in the K-12 and Higher Ed market segments, successful practices, ask an educator, market research and job listings, to support industry leaders and 21st Century education technology innovators in maintaining a pulse for emerging trends in Canada. The target audience includes, industry executives from the educational publishing and technology space; ministers of education; District CEO's, Superintendents, Instructional Tech Coordinators, principals, teachers, College and University executives and CTO's, and Innovative education leaders in Canada and internationally.

www.mindsharelearning.com/report

About MindShare Learning

MindShare Learning is a privately held company based in the Greater Toronto Area, Canada. Its hallmark is providing marketing solutions to learning & technology solution providers in the K-12, HED and corporate learning markets to support market expansion and revenue growth. MindShare Learning's partial client list includes: Adobe (Macromedia), Blackboard Inc., EPSON, RM PLC UK, Softease Ltd. UK, THINKronize (netTrekker), IMSI (ClipArt.com), CERC (Canadian Education Resources Council), NECTAR Foundation and ERDI Canada.

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