



MEDIA RELEASE

FOR IMMEDIATE RELEASE

For more information contact:

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Robert Martellacci,
President
MindShare Learning
Mobile: 416-569-210
robert@mindsharelearning.com

Kristen Yazbek
Marketing Coordinator
Tech4Learning, Inc.
619-563-5348
kyazbek@tech4learning.com

MindShare Learning in Partnership with Tech4Learning Sign Province-Wide Ontario Software Licensing Deal

- To provide Award Winning Frames 4 Multimedia Authoring and Stop Motion Animation Software to all publicly funded schools in Ontario -

Mississauga, Ontario: Wednesday, February 3, 2010—MindShare Learning, a leading provider of strategic marketing solutions to the EdTech industry partnered with San Diego based Tech4Learning Inc., to win a bid to provide student-centered rich media Frames 4 software to all publicly funded schools in Ontario.

"Frames 4 provides teachers and students with 21st century learning tools to enhance student learning," says Robert Martellacci, president, MindShare Learning."

The Ontario Software Acquisition Program Advisory Committee (OSAPAC) recommended Frames 4 for use by all teachers and students in K-12 classrooms across the province.

"With the Ministry of Education's licensing of Tech4Learning's Frames 4 software, two of OSAPAC's licensing mandates were met. The committee sought to recommend software that would address multimedia authoring and stop motion animation for students in Grades K-12. Frames 4 presents students with an intuitive desktop interface with a great deal of authoring power packaged into the product. The power of the product is immediately evident when you see the export options that are available from the "Make" menu. Students can export their productions as podcasts, content for the web, a presentation or to Adobe Flash format for further embedding and content creation. With all of this flexibility, students will be able to create high impact media for a variety of purposes. The OSAPAC Committee is excited by the licensing of this product and look forward to this product taking the province by storm." Doug Peterson, OSAPAC Committee Member & Greater Essex County District School Board, Computers in the Classroom Consultant.

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“Tech4Learning is thrilled that Frames 4 has been selected by OSAPAC for use for K-12 in the province of Ontario. Tech4Learning is committed to making Frames 4 a success for students and teachers across the province.” David Wagner, CEO, Tech4Learning, Inc.

The Tech4Learning Frames 4 software began shipping to Ontario school districts as of January 2010. There is also a vast array of Tech4Learning Frames 4 resources available to Ontario teachers through www.osapac.org, or Tech4Learning’s website www.tech4learning.com/frames.

About MindShare Learning

MindShare Learning is a privately held company based in the Greater Toronto Area, Canada. Its hallmark is providing strategic marketing solutions to learning & technology providers in the K-12, HED and corporate learning markets, in an effort to meet the needs of 21st Century learners in Canada and beyond. MindShare Learning’s partial client list includes: Adobe (Macromedia), Blackboard Inc., EPSON, GlobalScholar, Learning.com, RM PLC UK, Softease Ltd. UK, netTrekker, IMSI (ClipArt.com), CERC (Canadian Education Resources Council), Tech4Learning, Xoolon, NECTAR Foundation and ERDI Canada. <http://www.mindsharelearning.com>

About Tech4Learning, Inc,

Tech4Learning, Inc, is an innovative educational technology company that develops and markets original professional development programs and creativity products for K-12 education. Since the company was founded in 1999, it has focused on developing tools educators need to be successful with technology in their classrooms.

Tech4Learning produces software tools that provide a platform students can use to share knowledge and understanding, communicate original ideas and solutions, and share their passions with a worldwide audience. Tech4Learning tools help students develop 21st-century skills.

For more information about Tech4Learning, please visit www.tech4learning.com.

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