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FOR IMMEDIATE RELEASE

SoftChalk Named 2009 CODiE Award Finalist in Two Categories



SIIA judges nominate SoftChalk as 'Best Postsecondary Instructional Solution' and 'Best Education Technology Solution for Productivity/Creativity'

RICHMOND, VA, February 27, 2009 -- SoftChalk, LLC, a leading developer of content authoring software for eLearning, today announced that it has been selected by the Software & Information Industry Association (SIIA) as a finalist in the 24th Annual CODiE Award competition for 'Best Postsecondary Instructional Solution' and 'Best Education Technology Solution for Productivity/Creativity.'

Through a unique combination of journalist and peer review, the annual Codie Awards celebrate outstanding achievement and vision in the software, digital information and education technology industries. Nearly 190 judges including tech trade journalists, consultants, educators, IT and product specialists, and other knowledgeable, yet neutral, experts reviewed more than 850 nominations submitted by 600 companies.

According to SIIA President Ken Wasch, "The competition is particularly steep this year, making selection as a CODiE Finalist a real achievement." Wasch further added that "All the companies on this year's list of CODiE Finalists should feel justifiably proud of their accomplishment in making it to this stage, and have much excitement to look forward to regarding the upcoming CODiE Awards voting!"

"We are delighted that SoftChalk LessonBuilder was chosen by the judges as a finalist for such a prestigious award," said Susan Evans, CEO of SoftChalk. "To go up against the many high-caliber products entered and to be recognized as one of the best is a real honor."

SoftChalk is named an award finalist for the current release of its software, LessonBuilder V4. LessonBuilder is a powerful authoring tool that allows instructors to easily create and edit interactive content for the eLearning. The lessons can be packaged for delivery in any course management

system, on a web server or CD-ROM, or displayed on an eClassroom electronic whiteboard. Lesson content includes many Flash-based Learning Activities; quiz questions, text annotations and formatting features.

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About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit www.sii.net.

About SoftChalk, LLC

SoftChalk, LLC is the leading provider of eLearning software for educational institutions worldwide. Specializing in the development of tools that are intuitive and easy-to-use, SoftChalk products allow instructors to create powerful and professional-looking content for eLearning and smart classrooms in K-12, higher education, and corporate training. For more information please visit www.softchalk.com.