



FOR IMMEDIATE RELEASE:

SoftChalk Named CODiE Award Finalist in Two Categories for Second Consecutive Year
SIIA judges nominate SoftChalk as 'Best Postsecondary Instructional Solution' and 'Best Education Technology Solution for Productivity/Creativity'

Richmond, Virginia, U.S. – February 26, 2010 – 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 25th Annual CODiE Award competition for 'Best Postsecondary Instructional Solution' and 'Best Education Technology Solution for Productivity/Creativity.'

The annual CODiE Awards celebrate outstanding achievement and vision in the software, digital information and education technology industries. More than 327 nominations underwent an intensive review by subject matter experts, analysts, journalists and others with deep experience in the field. The finalists will be reviewed and voted on by members of SIIA and the winners will be announced at a special CODiE Awards Dinner on May 24th.

"This is the twenty-fifth year we have recognized excellence in the software, education and information industries through the CODiE Awards program," noted Ken Wasch, President of SIIA. "In this economic climate, companies are doing even more to innovate. SoftChalk has demonstrated a commitment to innovation and quality that is reflected in their selection as a finalist for the CODiE Awards. I am pleased and proud to have them listed among the candidates, and I wish them the best in the final round of voting."

"We are delighted that SoftChalk was chosen as a finalist for such a prestigious award in not one, but two categories," 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 two years in a row is truly an honor."

SoftChalk is named an award finalist for the current release of its software, LessonBuilder V5, a powerful authoring solution that allows instructors to easily create and edit interactive content for eLearning. With this version, authors can keyword search digital repositories and easily bring the discovered media into a lesson, integrate web-based widgets into their content, and include many Flash-based learning activities, quiz questions, text annotations and formatting features. The learning content can be packaged for delivery in any learning management system, on a web server or CD-ROM.

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 <http://www.sii.net>.

About SoftChalk, LLC

SoftChalk, LLC is a 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, visit www.softchalk.com.

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