



CONTACT:
Steve Saltzberg
877.638.2425 ext. 101
steve@softchalk.com

FOR IMMEDIATE RELEASE

SoftChalk Adds INTELECOM Video Repository to the Media Search Tool
*-Partnership results in easier search and integration of
video content for educational lessons-*

RICHMOND, VA, September 15, 2009 -- SoftChalk, LLC, a leading developer of content authoring software for eLearning, today announced that INTELECOM Online Resources Network®, a curriculum-based media repository, will now be searchable through the SoftChalk LessonBuilder media search tool.

SoftChalk brings the educator the power of its desktop application and the resources of the web. The media search integration will make the process of finding and integrating video content effortless for educators looking to create media-rich lessons for online learning. This update will also allow subscribers to the INTELECOM Online Resources Network®, which offers a comprehensive selection of hosted and streamed video clips covering a range of key concepts and topics within different academic disciplines, to be seamlessly integrated within SoftChalk.

SoftChalk is working to make it easy for educators to search for, discover and incorporate rich-media assets into content authored using SoftChalk LessonBuilder. The SoftChalk Digital Repository Program, which will now include INTELECOM, connects SoftChalk products and SoftChalk users with a variety of online content and media repositories. SoftChalk's media search tool currently includes many digital repositories including open (creative commons), premium (fee-based license) and private (access restricted) media collections.

As part of a joint agreement, SoftChalk customers will qualify for a 10% discount on all new subscriptions to the INTELECOM Online Resources Network®. Likewise, subscribers to the INTELECOM Online Resources Network® will enjoy 10% savings towards the purchase of SoftChalk products. The partners will also co-sponsor webinars to demonstrate the effective use of LessonBuilder and how to integrate content from the INTELECOM Online Resources Network®.

"We see our partnership with SoftChalk as an example of the kind of collaboration our customers have come to expect," says Cameron Cox, Vice President for Marketing and Member Services. "Two complimentary and innovative products that are easy to use and work seamlessly together."

Sue Evans, co-founder and CEO of SoftChalk, notes "Our clients have been asking us for quality content to add to the lessons built with LessonBuilder, and the Online Resources Network from INTELECOM is a great way to meet their needs."

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About INTELECOM

INTELECOM, a non-profit corporation, provides an Online Resources Network, which is a fully searchable online database/repository of digital content, designed to meet the growing demand for rich media in support of online, hybrid and web-enhanced courses. For more information about INTELECOM please visit <http://www.intelecom.org>.

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 classrooms in K-12, higher education, and corporate training markets. For more information please visit <http://www.softchalk.com>.