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FOR IMMEDIATE RELEASE

SoftChalk, LLC Partners with INTELECOM to Enhance eLearning  
*-Partnership Results in Discount for SoftChalk and INTELECOM Customers-*

RICHMOND, VA, January 23, 2009 -- SoftChalk, LLC, leading developer of content authoring software for eLearning, today announced a joint marketing agreement with INTELECOM, a premier producer of curriculum-based media. This partnership will make creating media-rich learning objects for online learning easier and more affordable.

As part of the agreement SoftChalk customers will qualify for a 10% discount on all new subscriptions to the INTELECOM Online Resources Network, a next generation video learning object repository. 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 that they build with LessonBuilder, and the Online Resources Network from INTELECOM is a great way to meet their needs."

INTELECOM 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>.

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