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FOR IMMEDIATE RELEASE

SoftChalk, LLC Launches First-Ever Lesson Challenge *-Winners will Earn National Recognition and a \$500 Award-*

RICHMOND, VA, January 24, 2009 -- SoftChalk, LLC, a leading developer of content authoring software for eLearning, today announced their first-ever Lesson Challenge. Beginning today, participants will have the opportunity to submit lessons created in SoftChalk LessonBuilder for a chance to win national recognition and a \$500 award.

The Lesson Challenge is a way for SoftChalk to highlight outstanding lesson content created by its users. Because LessonBuilder is used by educators in many markets, there will be three entry groups based on the lesson's intended audience: K-12, Undergraduate Studies, and Graduate (Professional Studies/Training).

A committee of educators will review all entries using a standard judging rubric that includes categories such as lesson creativity, professionalism, interactivity, and how well the lesson reinforces learning. The highest-scoring lesson from each of the three groups will receive a \$500 award.

There is no purchase necessary to compete in the Lesson Challenge. Non-clients are encouraged to create lessons for submission by using a FREE 30-day trial of LessonBuilder available online at the SoftChalk website.

If it's not easy, it's not SoftChalk, thus the process of submitting lessons is simple. An unlimited number of lessons can be submitted per person. The entry deadline is March 20, 2009. To find out more about the Lesson Challenge, including entry details and the complete judging rubric, please visit www.softchalk.com/lessonchallenge.

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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 and smart classrooms in K-12, higher education, and corporate training. For more information please visit www.softchalk.com.