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FOR IMMEDIATE RELEASE

SoftChalk announces association with the *Connexions Consortium*
-SoftChalk LLC joins consortium dedicated to advancing open access educational content and technology-

RICHMOND, VA, January 27, 2010 – SoftChalk LLC, a leading developer of content authoring software for eLearning, today announced their membership in The Connexions Consortium, a group of organizations and individuals, who work together to advance open source educational technology and open access educational content.

Sue Evans, co-founder and CEO of SoftChalk, said "SoftChalk is excited to become part of a group that is dedicated to the design and development of collaborative, open source, educational content. The group's goal to support education, research and related scholarly activities is directly aligned with SoftChalk's mission as an educational solution for content creation."

Joel Thierstein, Connexions Executive Director said, "We are pleased to have SoftChalk as a member of the Connexions Consortium and are looking forward to leveraging the relationship to benefit those interested in educational content."

The organizations are working together to include the Connexions repository in SoftChalk's Media Search Tool, allowing SoftChalk users to quickly search for and integrate the educational materials from Connexions into SoftChalk-authored content.

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About Connexions Consortium

The Connexions Consortium is dedicated to the design and development of collaborative, open source code, software efforts and open access educational content that are targeted at supporting education, research and related scholarly activities. The Consortium is a group of organizations and individuals, who work together to advance open source educational technology and open access educational content. To learn more about the Connexions Consortium please visit the Consortium website at <http://cnxconsortium.org/>.

About SoftChalk, LLC

SoftChalk, LLC is a leading provider of eLearning software for educational institutions and corporations worldwide. Specializing in the development of tools that are intuitive and easy-to-use, SoftChalk's award winning 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>.