



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

FOR IMMEDIATE RELEASE

SoftChalk and The Learning Edge International Announce Partnership
*- Partnership brings EQUELLA, the world class Digital Repository
together with SoftChalk's award-winning Authoring System -*

RICHMOND, VA, October 29, 2009 -- SoftChalk, LLC, leading developer of content authoring software for eLearning, today announced a partnership with The Learning Edge International, developers of the EQUELLA Digital Repository. The partnership will facilitate a seamless integration between SoftChalk's authoring system and EQUELLA.

SoftChalk makes it easy for educators to search for, discover and incorporate rich-media assets into content authored using SoftChalk. In addition SoftChalk lessons themselves can be saved as Reusable Learning Objects (RLOs). The integration of SoftChalk and EQUELLA will simplify the process of finding and integrating EQUELLA digital content into media-rich lessons created using SoftChalk, and allow SoftChalk authors to streamline the process for publishing learning materials into EQUELLA. EQUELLA enables an institution to centrally store and make searchable any kind of digital content. From media files, to web links, to documents, to SoftChalk lesson RLOs.

"The synergies that exist between EQUELLA and SoftChalk highlight the value of this partnership to education institutions worldwide," said Bob Cupitt, Chief Executive Officer, The Learning Edge International. "Using EQUELLA as a platform, SoftChalk users can now centrally store and manage content authored with the SoftChalk authoring system."

Sue Evans, co-founder and CEO of SoftChalk, said "the ability for SoftChalk authors to easily store and organize their rich-media files and Softchalk-authored content, and then easily search, share, and re-use this content is extremely important to our customers. We already have many customers who are using EQUELLA, and they are very excited about this partnership." She also noted that as part of the partnership, The Learning Edge International, incorporating subsidiaries The Learning Edge North America and The Learning Edge Europe, will resell SoftChalk in combination with EQUELLA.

SoftChalk and The Learning Edge North America team will be available at EDUCAUSE 2009 to speak about their partnership. Visit SoftChalk at booth 851/853 and The Learning Edge North America at booth 1027/1029.

###

About The Learning Edge International

The Learning Edge International is a software solutions provider to the educational market. Together with its subsidiaries, The Learning Edge North America and The Learning Edge Europe, its principal offering is EQUELLA, a digital repository that incorporates learning objects, learning content management, and integrated content authoring. EQUELLA integrates with popular course management systems and has been implemented by universities, community colleges, and state-based school systems worldwide. Visit us at <http://www.equella.com>.

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>.