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FOR IMMEDIATE RELEASE

**MERLOT and SoftChalk Announce Strategic Integration Partnership**  
*-Alliance to Streamline the Content Discovery Process for Educators -*

RICHMOND, VA, October 27, 2009 – SoftChalk, LLC, a leading developer of content authoring software for eLearning; and MERLOT, the premier, higher education online learning resources network, today announced a strategic partnership to support the discovery, distribution and sharing of eLearning digital resources.

The partnership between MERLOT and SoftChalk will focus on two primary objectives: simplifying the process of finding and integrating MERLOT digital content into media-rich lessons created using SoftChalk; and allowing SoftChalk authors to streamline the process for publishing learning materials into the MERLOT repository.

As a first step, SoftChalk will include the MERLOT media repository in its Media Search Tool, allowing SoftChalk users to quickly search for and integrate MERLOT educational materials into SoftChalk-authored content. MERLOT is a free and open resource that features more than 21,000 online educational materials developed and/or cataloged by many of its 75,000+ members. SoftChalk's Media Search Tool, a component of SoftChalk's authoring system, allows educators to easily create interactive learning materials.

Phase two of the partnership will focus on developing a "Publish to MERLOT" feature providing SoftChalk users with a streamlined feature to publish learning materials they create with SoftChalk directly into the MERLOT repository.

SoftChalk is also offering MERLOT members discounted pricing on the purchase of SoftChalk individual licenses, while MERLOT partner institutions can take advantage of discount pricing on enterprise/site licenses. Additional information is available on both the Merlot ([www.merlot.org](http://www.merlot.org)) and SoftChalk ([www.softchalk.com](http://www.softchalk.com)) websites.

"The alliance between MERLOT and SoftChalk will result in a wonderful opportunity to increase the effectiveness of creating, discovering, sharing and utilizing rich media content. This partnership is another step towards our mission to improve teaching and learning by expanding the quantity and increasing the quality of online learning materials," said Gerry Hanley, executive director of MERLOT and senior director of Academic Technology Services for the California State University, Office of the Chancellor.

Susan Evans, CEO of SoftChalk, suggested, "The SoftChalk Digital Repository Program connects SoftChalk users with a variety of online content and the MERLOT repository will be a significant addition. We are excited to collaborate with MERLOT in an effort to provide quality content to higher education and support collaborative online learning."

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#### About MERLOT

MERLOT is a leading edge, user-centered, searchable collection of over 21,000 online learning materials created and used by over 75,000 registered members, and a set of faculty development support services. MERLOT's vision is to be a premier online community where faculty, staff, and students from around the world share their learning materials and pedagogy. Additional information is available at <http://www.merlot.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>.