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KnowledgeXtensions wins Brandon Hall Excellence in Learning Award

International leader in Personalized Learning recognized with 2004 Award for Innovative Technology at conference in San Francisco

KnowledgeXtensions, Inc. (KX), a leading learning software company, has won the Brandon Hall 2004 Excellence in Learning Award for Innovative Technology. The award was based on a 'personalized learning' product created for IBM utilizing IPress™, KX's proprietary technology. The presentation took place at a ceremony in San Francisco in conjunction with the Training and Online Learning Fall Conference and Expo.

David Geoghegan, KnowledgeXtensions' President & CEO, said: "To be recognized as an industry leader by Brandon Hall and others is exciting for our company. That the award recognizes the technology we have created and contribution we are making to the personalized learning market doubles that satisfaction."

Geoghegan added: "I'd also like to acknowledge, congratulate and thank our partners at IBM, who understood the potential for personal or adaptive learning before many others."

IBM, one of the first companies to recognize the value of personalized learning, worked with KnowledgeXtensions to upgrade The IBM Method, a training manual for IBM employees. KnowledgeXtensions utilized IPress™, its proprietary content delivery application, to provide a personalized learning experience for IBM employees. IBMers can now personalize - or tune - the course based on:

- Learning Style
- Job Task
- Previous Experience
- Job Role
- Level Of Detail

KnowledgeXtensions, Inc. (KX) provides businesses of all sizes with highly effective e-learning software products and services for training and publishing. In addition to IPress™, and a proprietary authoring tool called KBridge™, KX products include e-Learning in a Box™ for smaller businesses and school settings. Early next year the company will release an enterprise-level product, ALPS™ (Adaptive Learning / Project Support), that combines knowledge, document and skills management in a project support application.

Besides IBM, KX clients include GE, Sangikyo Corp. in Japan, and Pearson Prentice Hall and Thomson Learning, two of the top five publishers in the world.

KnowledgeXtensions, Inc. provides personalized e-learning and other knowledge management solutions to businesses and educational institutions worldwide. For more information visit: www.knowledgextensions.com and www.elearninginabox.com

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