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KnowledgeXtensions, Inc. adopted as backbone of Pearson Publishing e-learning program.

KnowledgeXtensions, a pioneer in personalized e-learning tools, technologies and services, has become a leading vendor for Prentice Hall, one of the imprints of Pearson Education, the world's largest educational publisher. KnowledgeXtensions delivers an e-learning infrastructure to Pearson that enables them to provide cutting edge e-learning products to their customers.

KnowledgeXtensions was initially recognized by Prentice Hall as offering a solution that reduced costs and cut cycle time for the production of their "Complete Training Course" line of CD ROM and Web based e-learning products for IT professionals. KnowledgeXtensions began working with Pearson in 1997 and has completed over twenty titles to date, with another 25 scheduled through 2002.

KnowledgeXtensions created the titles in the "Complete Training Course" series for Prentice Hall, which includes the *How To Program C++ Training Course* by Dietel & Dietel, which won "The Prentice Hall Product Of The Year Award", and is the largest selling e-learning product in use today in computer science classrooms in the United States. The work was executed rapidly and efficiently using KnowledgeXtensions' IPRESS™ system.

IPRESS™ is a "virtual printing press" that enables knowledge objects to be accessed in the KnowledgeXtensions e-learning suite. It's a revolutionary advance that reads a knowledgebase and produces a sophisticated learning environment in real time, one that can be custom fit to the end user.

KnowledgeXtensions also created the "Complete Internet and World Wide Web Training Course", which also won "The Prentice Hall Product Of The Year Award" from Prentice Hall. This internal Prentice Hall award was given to KnowledgeXtensions from a field of over 1000 competing titles per year.

In addition, a Prentice Hall's Complete Training Course series was nominated for an award for the "Innovative Use Of Technology In The Field Of Education" by the Smithsonian Museum.

KnowledgeXtensions recently partnered with Pearson to create a new model for melding traditional print books and the e-learning market. The new generation of e-product gives students three choices when purchasing a publication:

1. They can purchase a traditional textbook.
2. They can purchase a textbook shrink wrapped with Cyber Class Room Smart Card that enables them to instantly access the Prentice Hall web site.
3. They can simply purchase the Cyber Class Room Smart Card, and access the text online.

States Mark L. Taub, Editor-in-Chief of Prentice Hall PTR Computer Sciences Department, "The quality of KnowledgeXtensions work and tools surpasses any other vendor we've worked with. They have great products and a relentless work ethic."

Notes David Geoghegan, KnowledgeXtensions President and CEO, “We’re pleased to work with a cutting-edge company like Pearson. As learning professionals, they recognize the advantages e-learning is bringing, and insist on being on the forefront. We offer an efficient way to repurpose print material and realize an additional revenue stream. We look forward to a long relationship, and are excited by the advanced features that being developed for future versions of IPRESS™”

KnowledgeXtensions, Inc., located in NY’s Capital Region, is a leader in the development of personalized instruction, and has created a strong track record in satisfying the needs of corporations across the enterprise. The KnowledgeXtensions’ approach provides an e-learning infrastructure, allowing the end-user to easily develop and deploy adaptive e-learning at their organization with a true enterprise-wide solution.

The enhanced authoring, delivery and assessment features form the “total solution” demanded by today’s organizations. Experienced in serving Fortune 500 companies, (including GE, IBM, PWC, PR NEWSWIRE, DIEBOLD, NCR, AT&T, DELOITTE & TOUCHE, ANDERSEN CONSULTING, PRENTICE HALL, AMERICAN EXPRESS, and COMPAQ), KnowledgeXtensions is dedicated to applying the latest software advances to help realize the promise of on-line learning, and offer a full-range of products and services dedicated to insuring the success of a client’s e-learning effort. They provide a turn-key approach, with an emphasis on delivering a solution that’s so easy-to-use and so powerful that it empowers clients to take control of the process.

For more information on e-learning, or for information about the company, call (518) 439-0500.

(Questions or inquiries? Please feel free to contact Peter Olsen. Technical or pricing questions can be directly addressed to David Geoghegan at KnowledgeXtensions, 518-439-0500.)