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e-Learning Provider Udutu Unveils First Monetized Business Application to Work Directly Within Facebook

New Web-based Learning Management System (LMS) Makes Course Creation and Learner Management Accessible and Affordable for Organizations of All Sizes; Extends Value of Social Networking Platform to Corporate Environments

VICTORIA, BC – June 4, 2008 – Udutu (www.udutu.com), a provider of web-based e-learning software and services, today announced the availability of the first real revenue-generating application with true business utility for [social networking](http://apps.facebook.com/udututeach/) (Facebook) - a Learning Management System (LMS) that enables businesses, educators and government entities to easily manage the e-learning process from start to finish, without the need for costly enterprise software or infrastructure. Additionally, it is the first such application not reliant on advertising to provide a way for businesses to generate revenue from the social networking platform.

The new [Udutu LMS for Facebook](http://apps.facebook.com/udututeach/), which is built to easily integrate into other social networks such as MySpace, LinkedIn, Bebo and others, enables small and large corporations, government organizations, schools and other types of businesses that conduct training and/or certification courses to take advantage of the readily available features and functionality of Facebook. With the LMS, users can publish course material, control access, track “learner” progress, collect payment and see the results once users have completed a session -- all without ever leaving the Facebook site.

A purely web-based solution with no per-seat licensing fees, the new Udutu LMS brings, for the first time, course creation and learner management capabilities to a broad range of small and mid-sized businesses (SMBs) and individuals that are unable to benefit from traditional LMSs due to their cost and complexity. The Udutu LMS for Facebook may be installed for free at <http://www.udutu.com/products-udututeach-and-udutulearn.html>.

“As the technology landscape changes and people become more comfortable with conducting business online, organizations must react accordingly if they want to succeed,” said Deniz Susar, assistant public administration officer, Division for Public Administration and Development Management, United Nations Department of Economic and Social Affairs. “We believe that one way to meet the expectations of the next generation of workers is by leveraging new mediums on the Web, such as social networks, to reach people where they already congregate online. We are excited about Udutu’s new LMS for Facebook and believe that it will jumpstart a whole new collaborative approach to training and knowledge sharing.”

The Udutu LMS leverages the power of the [MyUdutu \(www.udutu.com\)](http://www.udutu.com) web-based course authoring software to enable anyone in an organization to quickly and easily publish and upload course material directly from MyUdutu into Facebook. The Udutu LMS is compliant with SCORM (Shareable Content Object Reference Model), an industry standard that ensures its interoperability with any standards-based e-learning course offering (such as MyUdutu).

“The new learning management module we’re introducing stands to transform Facebook and other popular social sites into a useful business platform, where employees can communicate with and mentor each other,” said Roger Mundell, co-founder and CEO of Udutu. “While many organizations debate the impact – positive or negative – that social networking has on productivity, we see great demand from companies that recognize the value in engaging with their employees in an environment where they’re already comfortable. We expect that as this tool finds its way into the corporate environment, more and more companies will recognize the value of leveraging social networks across multiple business activities.”

e-Learning and Social Networking: Meaningful Employee Engagement

While still a hot button issue for many companies, an understanding of the value that Web-based social applications can bring to the business environment is quickly beginning to take hold. For example, Forrester Research reports that 20% of companies say they will invest in social networking tools in 2008, a number which has grown four percent in just the past six months.

In particular, social networking can be extremely useful when applied to teaching and mentoring, given the opportunities it presents for personal interaction, collaboration, problem solving and real-time information sharing, according to Mundell.

The Udutu LMS for social networks takes full advantage of these capabilities and gives companies a way to train, recruit and interact with employees in a meaningful way, and conduct many-to-many

communication exchanges rather than the traditional one-to-many that is usually the case with other e-learning tools.

“Keeping with our mission of making e-learning available to a much broader market segment, we realized many benefits from a cost, accessibility and usability perspective in making an LMS available through popular social networking platforms,” Mundell said.

Udutu Teach & Udutu Learn: You Can Do it Too!

The Udutu LMS, which is comprised of the Udutu Teach and Udutu Learn modules, enables both “teachers” and “learners” to use Facebook, and over time similar sites, to perform a variety of tasks that coincide with conducting or taking an e-learning session, including:

- uploading courses (SCORM packages) into the social networking platform or developing courses directly within Facebook
- defining individuals or groups of individuals that are members of the social networking site as learners or teachers for particular course packages
- tracking learner progress through the SCORM API
- collecting payment for course material (when appropriate)
- generating reports on learner progress (accessible only to course administrators)
- issuing certification to learners that have completed the course in the appropriate manner
- exchanging feedback between learners and teachers about various courses
- providing public evaluations of courses by learners
- searching for courses based on content and other member ratings

The Udutu LMS integrates with the MyUdutu course authoring software, which has been used by organizations like the United Nations, National Money Mart and Krystal Food Company since 2006. MyUdutu is a free web-based e-learning software tool that simplifies the process of developing and publishing online course material, and is widely available to any individual in an organization.

“Our research and observation show that the newest generations of learners use the web to create their own learning experience,” said Janet Clarey, analyst for Brandon Hall Research. “Because they’re always connected and are used to technologically and socially rich environments, it makes perfect business sense to tap into the new Web-based platforms for online training and learning. With its new LMS, Udutu is bringing a viable tool to the business world that provides the type of learning experience younger workers want.”

Pricing and Availability

The Udutu LMS for Facebook is available now at <http://www.udutu.com/products-udututeach-and-udutulearn.html>. The tool is free until September 2008, at which time it will be priced at \$5.00 per user/per course, meaning a course conducted for 25 users will cost \$125. For more information, contact info@udutu.com.

About Udutu

Udutu provides web-based course authoring tools that make it easy and affordable for anyone - whether a department head at a large corporation, professor, teacher or a small business - to create, deliver and manage effective online training and learning. Based in Victoria, BC, Udutu was formed in 2005 out of several years of academic research. The company's free Web-based tools were designed for knowledge experts rather than technology and multimedia experts, and provide an online collaborative tool that enhances the design process and brings the subject matter specialists closer to course development. Customers include Microsoft, the United Nations Department of Economic & Social Affairs, DelekUS/Mapco, Krystal Food Company, the Government of British Columbia, and many others. For more information, visit www.udutu.com.