



# Media Release

## LEARN360 PARTNERS WITH ENCYCLOPAEDIA BRITANNICA TO OFFER EDUCATORS EXCLUSIVE ONLINE RESOURCE

Educators have access to Trusted Information Database through Learn360

Woodbury, NY, December 16, 2009 -- Learn360, an interactive media-on-demand service for educators, announces an exclusive partnership with Encyclopaedia Britannica. This partnership brings over 25,000 educational research articles to Learn360 customers via Britannica Concise Encyclopaedia, a trusted database for research. Learn360 is the sole online digital streaming service of Britannica Concise Encyclopaedia for the educational market. Both teachers and staff now have the resources to integrate a surplus of factual material with Learn360's robust educational content.

"Our goal is to provide our users with a wide variety of quality content so that they can quickly and easily develop meaningful resources for their classrooms," says Mike Kroening, Executive Vice President of Sales, Learn360. "The Internet is packed with information, but not all of that information is proven true. With the addition of the Britannica Concise Encyclopaedia database, our advanced search capabilities deliver a more in-depth view of any given topic, all from a reliable source."

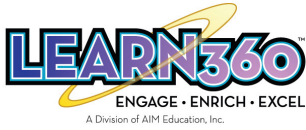
Encyclopaedia Britannica has a rich history as a leader in education dating back more than 240 years, and its brand represents quality and accuracy for information on all fields of knowledge.

"Encyclopaedia Britannica is proud to bring its Britannica Concise Encyclopaedia to the forefront of online learning through its partnership with Learn360," announced John Russell, Director of Business Development, Encyclopaedia Britannica. "Building upon our objective of bringing both factual and compelling information to students everywhere, this collaboration creates an educational streaming solution that uniquely meets the needs of today's students."

Also included in the Learn360 service are video clips, photos, audio clips, podcasts, learning-based activities and quizzes. A free 30-day trial of Learn360 is available by signing up at <http://learn360.com/TrialRequest.aspx>.

### About Encyclopaedia Britannica

Encyclopaedia Britannica, Inc. ([www.britannica.com](http://www.britannica.com)) is a leader in reference and education publishing whose products can be found in many media, from the Internet to cell phones to books. A pioneer in electronic publishing since the early 1980s, the company also still publishes the 32-volume Encyclopaedia Britannica, along with services such as the Britannica Online Student Edition and new printed products such as the Britannica Illustrated Science Library, which are available online at <http://store.britannica.com>. The company makes its headquarters in Chicago.



#### About Learn 360

With over 8,000 digital video titles, Learn360 gives educators and students the power to meet and exceed 21st century educational expectations. Setting a superior standard of quality for video streaming, Learn360 delivers the rich resources educators need to bring standards-based and differentiated instruction to students everywhere. Learn360 is a division of AIM Education, Inc., which includes Sunburst Visual Media, the leading producer of K-12 health and guidance programs for over 30 years. For more information, or to sign up for a free 30-day trial, visit [www.learn360.com](http://www.learn360.com).

###

