



Media Release

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Michigan Regional Educational Media Centers and Learn360 Partner to offer Cost Effective Digital Content for Schools Statewide

Learn360 Understands School Budget Constraints in Michigan and has the Solution

WOODBURY, N.Y. (June 21, 2010) – Learn360 (www.learn360.com), a leading interactive media-on-demand service for K-12 educators, is now offering the lowest REMC bid price for video streaming to Michigan schools through the REMC Statewide \$AVE Bid Project. Eligible educational entities statewide now have the opportunity to share Learn360's virtual classroom applications and robust database of more than 8,300 educational titles from respected publishers. Learn360 was awarded the contract through a competitive bid process.

"Our state's schools are thrilled to have online tools and resources at their fingertips," said Mike Oswalt, Calhoun Intermediate School District Assistant Superintendent of Regional Technology Services and 2009/10 President, REMC Association of Michigan. "Digital content has become increasingly important in the 21st century classroom and Learn360 is making this quality content available through a cost-effective program. The REMC Association of Michigan is committed to offering Michigan schools affordable quality choices, like Learn360, that contribute to the successful education of 21st century learners."

"This is the first year that Learn360 has been selected as an awarded vendor for the REMC Statewide \$AVE Bid Project and already the response has been considerable," said Chris Sanborn, president and COO of Learn360. "Now is the perfect time for schools to consider switching to Learn360 for all of their digital classroom needs. Not only does Learn360 provide the highest quality streaming media for the classroom, but our library of titles and publishers has vastly expanded in recent months to provide every K-12 classroom with the content necessary for a complete learning experience."

Learn360 offers educators a wide variety of digital video titles, both full-length and clips, and thousands of images, articles, audio files and podcasts across curriculum areas. These trusted resources are provided by top educational publishers such as the Britannica Concise Encyclopedia (over 25,000 articles); AETV, which includes A&E, Biography and History Channel; Weston Woods, PBS, WGBH, Lou Reda, GPN, Sunburst Visual Media, National Geographic, the Reading Rainbow series, and thousands of audio files from Scholastic Audio, among many others.

Furthermore, Learn360 recently developed a new Moodle Integration that will allow schools using Moodle to access Learn360 content with a single log-in to their Moodle account. The single sign on feature seamlessly connects the open source management system with Learn360's subscription-based content, giving educators a more complete and diverse learning environment.

“The Moodle Integration is a vital tool for many Michigan schools,” said Sanborn. “We are proud to offer this in conjunction with the high-quality content and functionality our customers have come to expect from the Learn360 brand. Now, as a result of the REMC Statewide \$AVE Bid Project, Michigan educators can have all the features of Learn360 with Moodle, at an all-inclusive price that fits within their budget.”

In addition to the Moodle Module, Learn360’s substantial growth in rich and varied content throughout the past two years includes a number of new features and functionality that have enhanced the service. *MyLearn360* allows users to craft quizzes and assignments, as well as easily upload and share user-created content. Enhancements to Learn360’s infrastructure include considerable improvements in speed for more efficient downloading and content accessibility. All of Learn360’s content and user-created content can be integrated into podcasts, presentations, learning-based activities and quizzes both inside and outside of the classroom.

Learn360 Version 3.0 and collaboration with Moodle makes these digital assets even more accessible and easy to share among online environments, such as virtual classrooms engaging students at home. A free 30-day trial of Learn360 is available by signing up at www.learn360.com

About Learn360

With over 8,300 digital video titles, in full-length and clip format, 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.

About the REMC Statewide \$AVE Bid Project

The REMC Statewide \$AVE Bid Project provides large volume bid prices on a variety of educational resources. As a result of this initiative, local schools in Michigan saved more than \$39.7 million in 2009. Each tax dollar saved through this cooperative effort represents another dollar that is available for additional instructional needs.

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