

NEWS RELEASE



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ePals, Inc. Named Finalist for *EdNET* 2009 Pioneer Award

Company lauded for its contributions to the education industry through the ePals Global Community

HERNDON, VA. (Aug. 27, 2009) – Market Data Retrieval (MDR), the leading provider of marketing information and services for the U.S. education market, has named ePals, Inc., as a finalist for the *EdNET* 2009 Pioneer Award. The Pioneer Award recognizes organizations for their contribution to the growth of the education industry by creating a new niche or offering in the market.

ePals, Inc., is the provider of the ePals Global Community, the largest online community of K-12 learners. Enabling more than half a million educators and millions of students across 200 countries and territories to safely connect, exchange ideas and work together, the community boasts a variety of social networking tools and high-quality content that encourage students to communicate and collaborate with their peers around the world.

EdNET Founder and President, Dr. Nelson B. Heller, said, “The *EdNET* awards judging team identified organizations who personify the thought leadership of our industry. Their products and services are influencing the future of our nation by providing students and teachers with new and exciting learning opportunities and tools.”

“We are very pleased that MDR has selected ePals as a finalist for the *EdNET* Pioneer Award,” said Edmund Fish, President and CEO of ePals, Inc. “To be recognized as a trailblazer in the education industry is a significant honor. This nomination further energizes our commitment to enable collaborative, authentic learning experiences for students around the world.”

Finalists for the *EdNET* 2009 Industry Awards were selected by a panel of leading education industry experts. Award winners will be announced on Sept. 14, 2009, during the *EdNET* Conference in Chicago.

The *EdNET* awards program has been honoring leaders for 17 years at the annual *EdNET* Educational Networking Conference, now in its 21st year and sponsored by MDR. “More than ever the education business community is challenged with providing innovative solutions to

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address the needs and challenges of today's students," said Fady Khairallah, President of MDR. "This year's *EdNET* Industry Awards finalists have raised the bar, demonstrating the visionary capabilities of our industry. We're honored to have the opportunity to reward their work at the *EdNET* Conference."

For more information about the awards program, visit www.EdNETconference.com. For more information about ePals, Inc., and the ePals Global Community, visit www.epalscorp.com.

About *EdNET* and the *EdNET* Industry Awards

The *EdNET* Conference, which is produced by MDR and is now in its 21st year, is the education market's premier annual networking conference. It brings together education executives, school administrators, and policymakers to network and build strategic business partnerships. The *EdNET* Industry Awards program was created in 1992 to champion the efforts of progressive organizations helping to revitalize the nation's educational system. The *EdNET* 2010 Conference will be in Boston, September 26-28. For more information about the *EdNET* Conference and Industry Awards program, visit www.EdNETconference.com or phone 800.333.8802, Ext. 4693.

About ePals, Inc.

Founded in 1996 and merged with In2Books® in 2006, ePals offers K-12 students and teachers around the world a safe environment for building and exchanging knowledge based on protected connectivity tools, evidence-based curricula and authentic, collaborative learning experiences. The ePals Global Community™ (www.epals.com) is the largest online community of K-12 learners, enabling more than half a million educators and millions of students across 200 countries and territories to safely connect, exchange ideas, and work together. The company's mission is to support lifelong learning through collaborative experiences that empower and inspire. ePals is especially committed to enabling academically rigorous educational opportunities in economically disadvantaged environments worldwide through the ePals Foundation – provider of In2Books, the company's flagship literacy e-mentoring program.

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