

NEWS RELEASE



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ePals Launches Global, Online Knowledge Sharing Community and Widget Tool

Powered by Yedda, *Ask ePals*™ Brings Together Educators, Experts and People Searching for Answers

HERNDON, VA. (June 27, 2007) – Driven by the growth of community-based and user-generated content, and the development of interactive interfaces, ePals, Inc., the leading provider of school-safe collaborative learning products for K12 classrooms and homes, introduces *Ask ePals*. This free Web service brings together educators, experts and people looking for answers to questions about education-related issues.

Collaborating with Yedda.com, a leading social search Question and Answer Platform, ePals offers the Web service as an easy way for anyone to locate resources, content, professional development tips, advice, and more about education related topics. With *Ask ePals*, educators and others can share their knowledge with teachers, parents and students, as well as seek the advice of others. The service is available either at www.epals.com/askepals or through web pages that embed the widget capability.

“We founded Yedda to enable communities of like-minded people with similar interests, such as ePals, to exchange knowledge and share information, opinions and personal experience,” said Avichay Nissenbaum, CEO of Yedda. “We are excited about our new partnership with ePals because it will leverage Yedda’s abilities to aggregate personal knowledge and facilitate peer wisdom sharing, and help the ePals Global Community become the preeminent online knowledge network in the education space.”

A teacher using *Ask ePals* might ask, for example, “What software would you recommend to read text to my vision impaired student?” Using Yedda’s semantic matching technology, this question will be intelligently routed to relevant *Ask ePals* members with expertise in the topic. This will start a community-wide dialog of members invited to discuss and learn from each other’s experience. With members querying the community instead of merely searching for Web content, this “social search” of the *Ask ePals* community activates knowledge resident within community members for the benefit of the entire community. If the question asker is an expert

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in for example, dyslexia in early readers, they can easily serve as a resource on that or other topics.

“At ePals we are interested in connecting learners, and that means linking people to people as well as people to content,” said Ed Fish, President and CEO of ePals, Inc. “Our millions of users – teachers, educators and parents – have the capability and desire to share what they know and seek advice from others. An advantage of Yedda’s platform approach to Question and Answer services on the Internet is that knowledge communities can easily ‘syndicate’ their expertise, ensuring that the best advice is available to the widest set of users. This is what ePals is all about.”

Educators, industry experts and Web site operators can take advantage of the new tool by adding an *Ask ePals* widget – an interactive tool that provides easy access to the *Ask ePals* functions – to their school Web site, blog, home page or destination. This offers a way for parents and students to join the community, ask questions, share their expertise, explore and learn. The *Ask ePals* Web service has been thoroughly tested in the ePals education community since March of 2007, and is now being made available to Web users and developers globally.

Unlike other question and answer services on the Web today, *Ask ePals* taps into the collective knowledge of the ePals knowledge community and makes that expertise accessible to everyday people anywhere online.

For more information, or to take a tour of *Ask ePals*, visit www.epals.com/askepals.

About Yedda, Inc.

Yedda (<http://yedda.com>) is a leading free Questions and Answers service. Yedda strives to merge the convenience and efficiency of search with the unlimited value of individual knowledge. Yedda connects knowledge seekers with knowledge sources over the web, by bringing together relevant individuals with mutual interests on any topic in a dynamic, open, collaborative environment, thus making personal experience and personal knowledge as accessible as documented information is on the Internet. Yedda helps Publishers and Content web sites to enhance user engagement and overall user loyalty, improve monetization, and increase search engine visibility through promoting their sites as knowledge communities. The Yedda partner program offers a risk free and simple integration through highly customizable and seamless technology. For more information on the Yedda partner program see <http://yedda.com/partners>.

About ePals, Inc.

The ePals Global Community™ (www.ePals.com) is the largest online community of K-12 learners, enabling more than 120,000 classrooms across 191 countries to safely connect, exchange ideas, and work together. Our mission is to support lifelong learning through collaborative experiences that empower and inspire. The company’s first curriculum-based product, the *In2Books*® literacy program (www.in2books.com), is research-proven and available for school and home use. Over the past decade, ePals products have been widely used and trusted by schools, teachers, students and families. ePals *SchoolM@il*™ and *SchoolBlogs*™ are a pioneering suite of protected communication tools designed to extend the learning community. For more information about ePals, visit www.epalscorp.com.

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