

More Than 1 Million Flashcards Created on StudyBlue Every Week

Growth in Online Studying Generates Enormous Amounts of Shared Knowledge

MADISON, Wis. (Feb. 13, 2012) – [StudyBlue®](#), a mobile and online study service for students, has experienced tremendous growth due to increasing demand from students to make their studying mobile and social. More than 1 million [online flashcards](#), many with images and audio, are created every week on StudyBlue, and that number nearly doubles during peak exam times. [“Flip,” a new video from StudyBlue](#), explores why flashcards have proven to be such effective study tools for students.

StudyBlue surpassed 1 million users in December 2011, and growth of the free online learning network continues to accelerate. “It’s a sign that the digital natives who populate our high schools and colleges crave quality digital study tools,” said Becky Splitt, CEO of StudyBlue. In total, students have logged more than 100 million study minutes since the site’s launch in 2009.

Mobile studying and mobile flashcard creation on the free StudyBlue [iPhone and Android apps](#) is part of what’s driving this phenomenon. Twenty percent of all new flashcards on StudyBlue are created on the StudyBlue mobile application. “It’s second nature for students to turn to their smartphones to manage their lives,” said Splitt. “Creating a seamless experience for users across their connected devices enables students to study anytime, anywhere.”

In addition to creating flashcards, students utilize StudyBlue to connect with their peers and learn from them. Altogether, 1 million StudyBlue users have created more than 40 million definitions of ideas that are public and accessible to all.

“Efficiency and collaboration are key factors for our users,” explained Splitt. “Students look at shared content to see how their definitions stack up against others, find out if they missed anything, or determine if someone else has a better explanation. We’re working on several new features for release in the near future that will expand students’ ability to connect with each other through content.”

About StudyBlue

StudyBlue delivers the mobile and online study service that helps students learn their stuff, for free. StudyBlue provides a Digital Backpack™ for students to store, study, share and ultimately master course material – working alone or together. Flashcards with images and audio, cloud storage for notes, personalized practice quizzes and free mobile apps are among the tools offered. For more information, visit www.studyblue.com.

#

For more information contact:

--Emily Embury, C. Blohm & Associates, Inc., 608-216-7300, emily@cblohm.com
--Scott DeRuyter, StudyBlue, 608-441-1149, scott@studyblue.com