

Sharendipity Partners with StudyBlue on Enhanced Studying Tools

StudyBlue leverages Sharendipity platform to offer interactive study tools

Madison, WI – June 26, 2009. Sharendipity announces that StudyBlue, an online academic network, will integrate Sharendipity's user-generated software tools into the StudyBlue service. StudyBlue and its community of students will use Sharendipity to create interactive flash cards and flash card templates.

StudyBlue will release a number of templates built using Sharendipity. These templates allow a student to create a flash card specific to some subject matter, and then share that card with the StudyBlue community for use by other students. For example, a 'match game' template will allow a student to specify an image, e.g. a cell diagram, then tag objects in the image with answers, e.g. "nucleus". Other students can use the resulting card to be quizzed on parts of the cell. As with other StudyBlue flash cards, the interactive card will integrate with the StudyBlue platform to track the student's correct and incorrect answers, and will focus on problem areas the next time the student studies from that card.

"StudyBlue is about putting the most powerful study tools into the hands of students" said Becky Splitt, CEO of StudyBlue. "By leveraging Sharendipity's platform, our users will now more easily interact with each other to improve learning at both the individual and network levels."

Mark Gehring, co-founder and CEO of Sharendipity, added "StudyBlue has already received an enthusiastic response from their large academic community – we can't wait to see what innovative educational tools those students design using Sharendipity."

Various interactive cards will be piloted over the summer and available in time for the Fall 2009 semester.

About StudyBlue.com

StudyBlue.com is an online academic network available to students and teachers at both high schools and colleges. The Web service provides a variety of study and organizational aids, course management features, academic networking capabilities and other functions to assist students in improving their academic performance and help them study more efficiently. These tools also allow users to become part of a class-based, online, academic network helping them learn from each other through collaboration. For more information, visit www.studyblue.com.

About Sharendipity

Sharendipity is a software development platform that empowers users to create, share, collaborate on, distribute and monetize software applications and components. The Company's intuitive, web-based drag-and-drop environment enables rapid creation of new games and multimedia applications, which can be easily shared on social networks and web sites. Creativity is required, but programming expertise

is not! The Company's vision is to democratize the creation and sharing of software. Learn more at www.sharendipity.com