

NEWS RELEASE

VANCOUVER, B.C., CANADA, October 23, 2004 – A new consortium has been established to accelerate and expand technology-based education. Lions Gate Learning Alliance Inc. (Alliance) offers comprehensive, integrated technology-enhanced learning programs for clients in Canada, the US and foreign markets.

"The learning solutions we provide serve developing regions, communities and organizations with a social mission. Our focus is on education projects that clearly advance social benefit and that respect the goals of sustainable development," said Alliance chairman, Kerry Elfstrom. "Canada is greatly respected as a world leader in diverse learning approaches and technologies that overcome geographical, multi-ethnic, and learning access challenges. By joining forces we act as one company and are better able to leverage our tremendous global capabilities to help in developed and developing nations alike."

The Alliance combines the talents and skills of 10 British Columbia companies including Simon Fraser University and Open School of British Columbia Ltd. The Alliance delivers comprehensive technology-enhanced learning solutions throughout the world by matching appropriate technology and services with proven course design methodologies. The result is sustainable and affordable education and training systems and programs.

"Separately, each of our member companies has accomplished a great deal, but we all recognize that to compete successfully in the global market, we need to combine our efforts and resources within a larger collective enterprise," said Elfstrom. "Consortia like Lions Gate Learning Alliance provide a mechanism for quickly gaining momentum in our emerging industry."

The Alliance will help accelerate the development and deployment of new technology while at the same time improving existing delivery mechanisms in order to achieve positive educational impacts. "We are encouraging an innovative, yet responsible approach to delivering education by streamlining the process and making it simpler to meet people's needs," said Elfstrom.

Lions Gate Learning Alliance has grown out of the work of eLearning BC, an organization formed to lead, build and promote the eLearning industry in British Columbia and solidify its place as a world leader in eLearning.

About Lions Gate Learning Alliance

Lions Gate Learning Alliance Inc. is a British Columbia, Canada-based company formed to market products and services to the global market for technology-enhanced learning. It consists of 10 British Columbia companies including Simon Fraser University and the Open School of British Columbia.

The members of Lions Gate Learning Alliance are: Advanced Interactive Canada, Inc., BearPaw Productions, Ltd., Jacques LeCavalier & Associates, Inc., Odyssey Learning Systems, Inc., Open School of British Columbia Ltd., Performance Solutions International, LLP, Simon Fraser University (7th Floor Media and Industry Liaison Office), Knowplace, and TM NewMedia Inc.

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