

NEWS RELEASE

FOR IMMEDIATE RELEASE

Lions Gate Learning Alliance Celebrates First Year Anniversary

Vancouver, B.C., November 7, 2005 – Lions Gate Learning Alliance Inc. is celebrating its first year in business. Why is this news? Lions Gate is a new and innovative business model. Rather than working as an informal strategic alliance or association, Lions Gate incorporated as a for-profit company comprised of 10 e-learning private and public sector companies. Set up to provide comprehensive and innovative technology-based learning solutions to organizations around the world, Lions Gate's focus on learning for social benefit has generated a tremendous initial response from its target markets of Canada, Mexico, Chile and Peru.

“We've accomplished a lot this year,” emphasizes Kerry Elfstrom, chair of Lions Gate. “Due to the support of Leading Edge BC during our start-up phase and the advice of their consortium savvy vice president of business development, Anton Kuipers, we've created an alliance model that works for us, and we are now breaking new ground in our collaborative marketing efforts. Our membership-based model has given us the flexibility to work together as if we were a single entity.”

“Lions Gate Learning Alliance has had a very successful first year. We have been pleased to see how this alliance has evolved into an effective marketing entity that bundles innovation and expertise into a total solution for both national and international markets. The Lions Gate Learning Alliance is a great example of industry cooperation. This is what Leading Edge BC is fostering in the technology sectors to encourage investment and international outreach” says George Hunter, president, Leading Edge BC.

“Lions Gate has a lot of people to thank!” pronounces Tanya Northcott, director of marketing for Lions Gate. “We are all members of eLearning BC (eLBC) whose pivotal role of fostering new consortia literally got us kick-started. From there, Leading Edge BC, Western Economic Diversification, International Trade Canada and the Canadian Society for Training and Development have been behind us all the way. They have supported and directed us toward opportunities in Canada and our target markets. Last year we went on two missions, to Washington, DC and Mexico. The success of these missions laid the groundwork for follow-up business trips to these markets and new missions to Chile and Peru.”

International Trade Canada has been instrumental in Lion Gate's success this year. As Daniela Ivascanu, trade commissioner for International Trade Canada in Vancouver reports: “The reason we have been so supportive is that Lions Gate's business model and drive poises them for success. They have taken full advantage of the trade development support provided through our office and used this to develop and respond quickly to new market opportunities that are

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emerging in the international e-learning field. We are also impressed with their genuine desire to share what they have learned with other e-learning organizations.”

Lions Gate Learning Alliance Inc. is a Canadian company, based in British Columbia, and formed in 2004 to market technology-enhanced learning products and services around the world. It focuses on e-learning opportunities that have clear social benefit and which respect the goals of sustainable development. LGLA consists of 10 British Columbia organizations including Advanced Interactive Inc., BearPaw Productions, Ltd., Jacques LeCavalier & Associates, Inc., Knowplace, Odyssey Learning Systems, Inc., Open School BC Ltd., Performance Solutions International, LLP, Simon Fraser University (7th Floor Media and Industry Liaison Office), and TM NewMedia Inc. LGLA members are also members of eLearning BC, British Columbia’s e-learning association. For more information on Lions Gate Learning Alliance, please see our website at www.lionsgatelearning.com.

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