



For Immediate Release: Attention Technology/Education Editor

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idoodlesoftware inc. Names Yul Kwon To Advisory Board for Children’s Digital Education

**Former FCC Deputy Chief and Television Host Joins Panel to Help
Shape the Future of Digital Learning**

Ottawa, Ontario – August 23rd, 2011 – idoodlesoftware inc., an education software company offering innovative solutions to bridge the gap between traditional and digital learning, announced that it has named Yul Kwon to its Advisory Board for Children’s Digital Education (ABCDE).

The idoodlesoftware advisory board has been put together to gather fresh perspectives on the design and implementation of digital learning in the 21st century.

Yul has had a diverse career spanning law, business, technology and media. Although his multifaceted professional experience spans almost two decades, his rise to international acclaim began in 2006, when he became the first Asian American to win the CBS reality show, Survivor. Prior to his Survivor victory, Yul held positions at both Google and McKinsey & Company. As an attorney, he clerked on the 2nd Circuit Court of Appeals, practiced law at Venture Law Group and Wiltshire & Grannis, worked as a legislative aide in the U.S. Senate, and served as Deputy Chief of the FCC’s Consumer and Governmental Affairs Bureau, where he helped lead initiatives on children’s issues, consumer protection, broadband adoption, and distracted driving.

Yul is currently the host of a new television series, America Revealed, which will premiere on PBS in early 2012. He is also the host of LinkAsia on LinkTV, and has worked as a special correspondent for CNN.

Yul is active in a wide range of charitable causes and has been profiled in VIBE magazine’s annual “Juice” issue spotlighting “power players,” as well as People’s “Sexiest Man Alive” issue. He received his J.D. from Yale Law School and his B.S. degree in Symbolic Systems from Stanford University.

This release includes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties including, but not limited to, the impact of competitive products, the ability to meet customer demand, the ability to manage growth, acquisitions of technology, equipment, or human resources, the effect of economic and business conditions, and the ability to attract and retain skilled personnel. The Company is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

About idoodlesoftware inc.

idoodlesoftware, Inc. is an education software company out to bridge the gap between traditional and digital learning. Founded in October 2008, the company is based in Ottawa, Ontario, Canada and London, England. The idoodlesoftware portfolio of educational software, which is installed in over 8,000 schools representing 4,000,000 students, advances core curriculum studies in both primary and secondary schools by focusing on STEM, literacy, history, social science. For more information please go to www.idoodlesoftware.com, or follow idoodlesoftware at <http://facebook.com/idoodlesoftware> and <http://twitter.com/idoodlesoftware>.