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**FOR IMMEDIATE RELEASE**

## **Prendismo Secures Agreement with SkillSoft**

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*A Leading Provider of On-Demand e-Learning Solutions Licenses Digital Video Content to Reach Millions*

ITHACA, New York – July 20, 2009 – Prendismo and SkillSoft (NASDAQ: SKIL) have entered into an agreement in which Prendismo will provide select video assets for inclusion in SkillSoft's **Leadership Development Channel™**. LDC is a unique collection of live and on-demand video programs featuring best-selling business authors, experts and C-Suite executives. This SkillSoft video learning collection is currently provided to hundreds of companies globally, and is designed to help organizations develop their managers and leaders to be more effective at motivating people and improving overall performance.

“Advances in technology have vastly improved the quality of eLearning solutions that organizations can offer their employees,” stated Kirsten Barker, President of Prendismo. “Providing rich media as part of a corporate training platform engages the end-user and provides real-world wisdom. We look forward to working with SkillSoft to provide this added aspect of business knowledge to the company’s global audience.”

With clients that include online media, e-learning and academic content companies, Prendismo is committed to capturing and sharing the inherent wisdom that exists in the stories of corporate leaders and entrepreneurs globally. Capturing these discussions on digital media and clipping these stories into their most relevant segments, Prendismo has developed a cost-effective solution for retaining corporate knowledge, sharing inspiration, enhancing and honing business skills, and developing employee’s skill sets.

### **About Prendismo**

Prendismo creates and distributes digital video on business, leadership and entrepreneurship. Founded in July 2008, Prendismo has developed innovative and provocative ways to share an extensive collection of business insight.

Prendismo’s library includes over 13,000 digital video clips and audio podcasts. It also includes foreign language content which is both translated and subtitle-captioned. The library is

searchable and has been organized by areas including industry, theme, gender, and collection. Presently, more than 150 topics are represented by the collection.

The company's digital video platform, products, and services have redefined business, education, and entertainment by setting new standards for producing and delivering content that inspires and educates people anywhere anytime. For more information, visit [www.prendismo.com](http://www.prendismo.com).