

### **Prendismo Teams with Goldman Sachs on *10,000 Small Businesses Initiative***

Ithaca, NY (06/09/10) -- Prendismo, a leading developer of digital video content on business and leadership, is partnering with the Goldman Sachs Group in its *10,000 Small Businesses* initiative. The goal of the \$500 million project, which was launched in 2009, is to unlock the growth and job-creation potential of 10,000 small businesses across the United States through greater access to business education, mentors, networks and financial capital.

Under the plan, Goldman will provide \$200 million to pay for small-business owners to get business and management education at local community colleges and elsewhere. An additional \$300 million in loans and grants will be allocated to small businesses. Prendismo will be responsible for the rich media enrichment (video and audio) of the *10,000 Small Businesses* curriculum.

Commenting on the partnership, Kirsten Barker, President of Prendismo, noted that “our collection of over 14,000 clips on business and entrepreneurship will add credibility to curriculum modules by including advice from those who have ‘been there, done that’ and will help to create a vibrant learning space that mirrors today’s media-rich environment.”

Leading experts concur that a combination of education, capital and support services best addresses the barriers to growth for small businesses. Prendismo’s use of video clips of real world entrepreneurs and business experts brings applied wisdom into the learning environment, renews attention spans, and presents useful role models that educate and engage viewers.

The *10,000 Small Businesses* initiative will be guided by an Advisory Council co-chaired by CEO Lloyd Blankfein, Warren Buffett and Dr. Michael Porter of Harvard Business School.

#### **About Goldman Sachs**

The Goldman Sachs Group, Inc. is a leading global financial services firm providing investment banking, securities and investment management services to a substantial and diversified client base that includes corporations, financial institutions, governments and high-net-worth individuals. Founded in 1869, the firm is headquartered in New York and maintains offices in London, Frankfurt, Tokyo, Hong Kong and other major financial centers around the world.

#### **About Prendismo**

Prendismo is home to the world's premiere collection of digital video content on business, leadership and entrepreneurship. Founded in July 2008, Prendismo has developed innovative and provocative ways to share an extensive collection of business insight.

The company’s digital video platform, products, and services have set new standards for producing and delivering content that inspires and educates people anywhere anytime. The company also provides an innovative knowledge management tool for businesses who wish to capture the real stories of their executives and employees and share this wisdom across the organization.

For more information, visit [www.prendismo.com](http://www.prendismo.com).