



950 Danby Rd. Suite 300
Ithaca, NY 14850

Telephone (607) 330.2307
Facsimile (607) 330.2319

Prendismo Showcases Award-Winning Online Learning Tools

Ithaca, NY (08/05/10) -- Prendismo, a digital media-based knowledge management company, is proud to announce that its featured eClips collection on business and entrepreneurship was recognized for its exemplary learning materials at the 2010 Sloan Consortium Symposium's *Emerging Technologies for Online Learning* conference in San Francisco, CA.

Known as the MERLOT Classic Awards (*for Multimedia Educational Resource for Learning and Online Teaching*), the awards recognize peer-reviewed learning resources by honoring the authors and developers for their contributions to the academic community.

"We are so pleased that Professor Deborah Streeter and her eClips project team at Cornell University were awarded for their decade of research on effectively using digital media to capture the tacit wisdom of business executives and entrepreneurs," stated Kirsten Barker, President of Prendismo. "Prendismo is proud to showcase the eClips collection on our site and also license this incredible resource to other institutions so that this wisdom can be bundled into specific value-add products."

Specifically, Prendismo has an agreement to provide eClips digital media content to ProQuest, a leading information technology company that is central to global research. ProQuest has incorporated this content into its acclaimed *ProQuest Entrepreneurship*, a digital resource designed to arm entrepreneurs with a convenient, comprehensive information resource for developing, researching, launching and growing their businesses. The eClips collection provides a media-rich focal point to the wealth of aggregated content in this informational and educational business resource tool.

About MERLOT

Founded in 1997 as the California State University Center for Distributed Learning, MERLOT has evolved and expanded into a cooperative initiative that supports faculty across numerous disciplines in developing evaluation standards and peer review processes for on-line teaching-learning material. These learning partnerships continue to advance current collaborative frameworks by exploring a variety of business models and developing a sustainability plan so MERLOT can serve the current and future academic technology needs of faculty, students, staff, and institutions.

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.

About ProQuest

ProQuest creates specialized information resources and technologies that propel successful research, discovery, and lifelong learning. A global leader in serving libraries of all types, ProQuest supports the breadth of the information community both with numerous branded products and with innovative discovery solutions that power the business of books and the best in research experience.