



Media Contact

Christopher Parente
Strategic Communications Group
301-408-4500
cparente@gotostrategic.com

Aptara Employees Volunteer to Double Usage With e-Learningforkids.org

Employees in Pune Devote Time to Assist With Many Key Initiatives

Falls Church, VA – February 25, 2008 – Aptara, Inc., an integrated global leader in content transformation technology, today announced that a group of employees working in Pune, India, have helped expand educational opportunities for nearly 500,000 children around the world who use the high quality courses available from e-Learning for Kids ([www. e-learningforkids.org](http://www.e-learningforkids.org)), a global non-profit organization dedicated to fun and free learning on the Internet. This figure represents a 210% increase from 2006.

Under the leadership of Mike Stacy, Aptara's vice president of sales, numerous Pune employees are supporting the e-Learning for Kids foundation with several key initiatives which include developing new courseware, providing technical support and administration for the portal. In addition, employees test the courseware on different platforms including Windows and Linux. They are also expanding the e-Learning for Kids portal by having content available in three new languages – French, Portuguese and Spanish.

The site now offers more than 80 courses in English to students, parents and teachers and plans to make the new languages available in the coming months.

“We are extremely pleased that these workers devoted a significant portion of their time to such a worthy cause,” Stacy said. “They have made the website a critical learning tool for a large number of children around the globe.”

Students anywhere in the world between the ages of 5 and 12 can use e-Learning for Kids to access the best free courseware to strengthen basic skills in reading, math, science, keyboarding, the English language, health and life skills. A subset of these courses are also available pre-loaded on computers or can be downloaded for situations when Internet access is not feasible or too expensive. There are more than 150,000 children using the e-Learning platform, about half of whom are in the United States.

“The volunteer spirit of Aptara's employees has been a driving force behind the organization's success,” said Nick van Dam, the Global Chief Learning Officer at Deloitte Touche Tohmatsu and Chairman and Founder of e-Learning for Kids. “The reality of implementing the vision of the foundation to help children learn on a global basis has been made a reality for us with the assistance of many of our key partners such as Aptara and their energetic and terrific volunteers.”

Thanks to the work of the Pune volunteers and others, e-Learning for Kids achieved the following milestones in 2007:

- Distributed courseware on CD-ROMs to 95 schools around the world
- Sent 1,500 computers with EFK courseware to schools in the developing world
- Collaborated with non-governmental organizations, including Close the Gap, ToBe Worldwide and Shiksha India

More than 2,600 attendees at The MASIE Center's Learning 2007 Conference learned about the benefits of the foundation. Executives from the worlds of business, government and learning saw the benefits of e-Learning for Kids. Elliott Masie, the company's founder, also serves on the e-Learning for Kids board.

About Aptara

Aptara delivers technologically advanced and integrated content transformation solutions that enable customers to unleash the value of their content and uncover new revenue opportunities. Aptara delivers full life-cycle content management services — content capture, digitization and distribution — to leading publishers and global companies. Aptara also provides solutions to financial institutions, information aggregators, professional societies, government agencies, universities, libraries, and the automotive, petrochemical and pharmaceutical industries. Headquartered in Falls Church, Virginia, the company serves customers around the globe from ISO certified facilities and employs more than 3,700 people worldwide. Aptara has 10 offices across the United States, India, United Kingdom, Germany and Australia. For more information on Aptara and its services please visit www.aptaracorp.com.