

For immediate release

Avallain and e-Learning for Kids Announce Partnership

Collaboration Begins for Bridging the XO Laptop “Content Gap” for Children

May 29, 2009 (Ardmore, PA, USA and Lustmuehle, Switzerland). The e-Learning for Kids Foundation (<http://www.e-learningforkids.org>), a global non-profit foundation that provides free online learning for children 5-12, has proudly entered into an exciting partnership with Avallain Education For Development (<http://e4d.avallain.com/>), a Swiss firm that offers consulting, services and solutions for educational ICT in human development activities around the globe. By joining forces to fill a content void and acting in the interest of efficiency and for all children around the world, their innovative solution now provides much-needed educational content for the One Laptop Per Child (OLPC) XO computer. At last – a true marriage of hardware and software!

The OLPC organization focuses on designing, manufacturing, and distributing laptops to children in lesser developed countries. But without the required educational content to allow the school children to engage in rich (and fun!) learning opportunities, the core value of their mission cannot be realized and the XO becomes just another piece of equipment (as rugged and nice looking as it might be). Enter Avallain to connect the two. Via a bootable operating image on a flash card (approximate value of \$US 10) that contains an educational content curriculum from e-Learning for Kids, high quality interactive e-Learning content for XO laptop users is now available. Avallain’s OS image also features a bandwidth-friendly remote update solution and supports connectivity for updates via mobile networks. It is based on the Ubuntu standard, one of the most popular Linux versions, and known for its strong focus on usability and ease-of-installation. Ubuntu (an African word meaning ‘humanity to others’ or “I am what I am because of who we all are”) is already being provided and defended by a growing community of XO users making it a perfect fit technically as well as in its collaborative spirit.

The solution will be field-tested in a pilot this June at the Gentiana Primary School in Nairobi and larger testing efforts are being planned for another primary school in the slums of Nairobi for the fourth quarter of 2009. The content from e-Learning for Kids includes 20+ courses in math, science, language arts, computers, and health/life skills for children ages 5-12.

Do you have an XO laptop but little/no educational content? Not a problem now. As this story continues to unfold, the potential for future expansion is great. Not



only due to the large installed base of XO laptop users around the world, but also because the best-in-class content from e-Learning for Kids is available in several languages (including English, Spanish, French, and Portuguese) therefore allowing for a natural expansion of this innovative hardware and software initiative to many different regions of the world. A simple but powerful solution to bridge the XO “content gap”—finally!

About Avallain Education 4D

With a passion for education, innovation and the potential of the Internet, Avallain Education For Development (E4D) is your reliable partner for the demanding challenges in development activities related to education and information technology. Avallain develops award-winning e-Learning solutions for public and private clients with one simple goal: to create choice and unlock human potential. Avallain services include the design and implementation of complex e-Learning systems, as well as the development and provision of tools and software to create, maintain and publish interactive content and learning material. Avallain also offers customized solutions for the hosting of e-Learning systems, and provides organizations and institutions with consultancy and expertise. Contact: Ralf Kellershohn, rkellershohn@avallain.com, +49 172 123123123. Find out more at: www.avallain.com

About e-Learning for Kids

e-Learning for Kids is a global non-profit organization that is dedicated to opening doors to education worldwide. Established in 2004, e-Learning for Kids is dedicated to fun and FREE learning on the Internet (or via CD ROM) for children aged 5-12 with over 175 best-in-class courses in math, science, language arts, computers, English as a second language, health and life skills. The courseware is also available in Spanish, French, and Portuguese and other languages are in development. A volunteer staff consists of education and e-Learning experts and business professionals from around the world committed to making a difference. We are actively seeking funding, sponsors and courseware developers. Get involved! Contact: Vicki Cerda, vcerda@e-learningforkids.org, +1 888 399 3138. For more information, please visit www.e-learningforkids.org or view http://e-learningforkids.org/BrochureEFK_16p_21x21def_Hr.pdf