

e-Learning for Life Incorporates Online Content From Element K
Announcing 24 New FREE Computer and Business Courses for Young Adults

Ardmore, PA. and Rochester, NY; October 3, 2011 — e-Learning for Life (EFL, <http://e-learningforkids.org/ELF/index.html>), which focuses primarily on courses for computing, career/life skills, and learning/innovation skills for teenagers and older students, is happy to announce it has received and published many new business and computer courses from Element K (www.elementk.com). Element K is a leading provider of e-Learning solutions for corporations and academic institutions, with emphasis on business, technology, and professional skills development.

Element K President and CEO Paul Krause expressed to Nick van Dam, Founder and Chairman of e-Learning for Kids (EFK, <http://www.e-learningforkids.org>), a global non-profit, interest in supporting the worthy foundation. Together they determined that Element K's award winning offerings would be best suited for e-Learning for Life, a branch foundation of EFK geared toward teens and young adults. Element K then identified and selected engaging courses to build a custom collection specifically for this audience.

These new courses – ranging in topics from internet and desktop computer applications, design and media, web development, business communications, and personal development – will substantially extend the current offerings in the computer and business skills curriculum. And just as with EFK, they are provided free of charge to kids, teachers and parents around the globe. Sample titles include Introduction to Personal Computers, Making Google Work for You, Leadership Skills, Marketing Essentials, Personal Financial Planning and many more!

Michael Williams, Director of Courseware Development at EFK commented, "I worked with Element K to create a list of topics with a focus towards high school Business Education programs. The suggestions from Element K were great and a total of 24 courses were placed on the site. The courses include all the elements that exemplify Element K's standing as a leader in the e-Learning industry. They are perfect for career exploration, home schooled teens, and high school Business Education teachers to use on-ground or online."

Mark Onisk, VP of Learning Products for Element K, added, "Element K develops award winning courses that build skills and enhance productivity in business and academic environments. But we also recognize that young adults need many of these basic skills to get their first job, or to launch their own business, so we actively seek partners who work with kids and can benefit from what we've developed. e-Learning for Kids is a wonderful organization to support in that regard."

About e-Learning for Kids

e-Learning for Kids is a global 501(c)(3) 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 ages 5-12. Offerings include more than 200 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, Portuguese, and Indian English. In 2010, more than 2.3 million children benefitted from one or more EFK courses. A large volunteer staff of education and e-Learning experts as well as business professionals from around the world is committed to making a difference. We are actively seeking funding, sponsors, and courseware developers. Get involved! For more information, please visit us at <http://www.e-learningforkids.org>. Media contact: vcerda@e-learningforkids.org

About Element K

With nearly 30 years in training and development, Element K provides learning solutions that enable organizations to develop employees, support partners, and educate customers.

Clients use our broad collection of e-Learning content, virtual labs, e-Reference, classroom materials, and blended solutions to align training objectives with business results. Element K's turnkey products include thousands of business skills, compliance, desktop productivity, web design and advanced IT learning assets. For proprietary learning needs, Element K partners with clients to design and develop custom learning programs.

Element K's flexible content delivery options enable clients to use custom branded learning portals with our on-demand KnowledgeHub LMS, or play hosted Element K content via our ContentHub Integration Server on a client's LMS. Element K offers classroom materials fulfillment, and a range of administrative and advisory services, supporting the learning needs of the Corporate, Government, Education and Training Center markets worldwide.

Element K is a group company of NIIT, a global talent development corporation operating in 44 countries. Element K employs over 700 professionals and is headquartered in Rochester NY. For more information, please visit www.elementk.com. Element K Contact: David Snider, Senior Director, Marketing, (585) 214-6327, david_snider@elementk.com

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