

**Media Contact:**

Angie Avers

Office: 414.979.0890

angela.avers@infocor.com

Blossom Learning Appoints InfoCor as Exclusive Reseller for Wisconsin and Northern Illinois

This appointment comes on the heels of the successful market debut of the breakthrough eight-chapter "Online Applied SMART™ Board Course" at FETC 2010 and TCEA 2010.

Available for immediate purchase from InfoCor for only \$69.95, the course allows teachers, administrators, and students to join a movement that fundamentally changes the way training is delivered to K-12 school systems.

Milwaukee, WI, April 16, 2010 — Blossom Learning, the innovative online training company that recently debuted the world's first teacher-designed, 100% online training course for the SMART™ Board, today announced the appointment of InfoCor as its exclusive reseller for Wisconsin and Northern Illinois.

Based in Milwaukee, WI, InfoCor has been a SMART™ Reseller for over 12 years and has a vast network of customers within the K-12 education arena. In that InfoCor is the only company of its kind headquartered in Wisconsin, they are in the most effective position to provide this new and innovative SMART™ Board training product.

"We have been fortunate to build long-standing relationships with multiple schools and school districts throughout Wisconsin and Northern Illinois, all the while reinforcing the family of SMART™ products within those districts" says Bill Jones, InfoCor's Executive Vice President & COO. "As such, InfoCor is a trusted partner and will happily extend that trust and rapport on behalf of Blossom Learning". According to Paul Weatherhead of Blossom Learning, InfoCor has had a successful professional development training department for a number of years offering face-to-face SMART™ Board training courses to the Wisconsin and Northern Illinois K-12 markets. Now, included with InfoCor Training Institute's numerous high quality hands-on, face-to-face SMART™ product training sessions, a pre-requisite is for every student to complete Mrs. Blossom's Online Applied SMART™ Board Course prior to attending the sessions.

"This is exactly the way we see our Online Applied SMART™ Board Course extending the effectiveness of traditional face-to-face training," Weatherhead said today. "Our vision is that resellers like InfoCor become an integral part of the Blossom Learning movement by integrating our online courses into their training programs. We believe that doing so will enable them to train more educators faster, more completely, and more cost-effectively and that is a win-win value proposition that everyone can benefit from."

Bill Jones also added, "We have recently seen through various test sessions with this product, that the quality of face-to-face training sessions have increased since integrating Mrs. Blossom's Online Applied SMART™ Board course into training programs. Teachers ask fewer questions on the basics and more questions on advanced issues. This improves their information retention and gets them up to speed on the SMART™ Board even faster. We've been impressed with the response from teachers and from SMART™ Certified Trainers." Jones also sees an opportunity to use the Blossom Learning course to increase SMART™ Board awareness and improved utilization. "I can see in our upcoming offerings for SMART™ Boards within various schools and school districts, that we will be featuring Mrs. Blossom's Online Applied SMART™ Board course as a key training component. The course helps administrators



realize an immediate return on their technology investment, whilst giving InfoCor Training Institute another offering for the SMART™ Board educator.”

About InfoCor

Headquartered in Milwaukee, Wisconsin, InfoCor is a full service provider specializing in audiovisual integration solutions for the Education, Corporate and Assistive Technology markets. InfoCor provides the latest in technology, specifically in the areas of Video and Audio conferencing, Multimedia Presentations, Interactive Whiteboard offerings, Room Control and Total Integration of A/V components. For more information about InfoCor and the satalight™ interactive learning station, please visit: www.infocor.com and/or www.mysatalight.com

About Blossom Learning

Headquartered in Toronto, Ontario, Canada, Blossom Learning is an innovative online training solutions provider comprised of former educators and AV presentation professionals who share a commitment to bring technology to life in the classroom environment through applied online training courses that are comprehensive, compelling, and priced to revolutionize the way teachers learn. For additional information about Blossom Learning, please visit: www.blossomlearning.com

###