



idoodlesoftware inc.

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idoodlesoftware inc. Acquires Exclusive Portfolio License From Immersive Education Ltd.

Britain's pre-eminent, award winning educational software will now available throughout North and Central America and the Caribbean.

Ottawa, Ontario – June 2, 2011 – idoodlesoftware inc., an education software company offering innovative solutions to bridge the gap between traditional and digital learning, announced today that it has signed an exclusive license for North and Central America and the Caribbean with the United Kingdom's pre-eminent educational software developer Immersive Education Limited for their entire software portfolio.

Since being founded in 1998 as a result of collaboration between Oxford University and Intel, Immersive Education's educational software has gone on to win numerous awards from BETT, the ERA (Educational Resource Award), CODiE Award and has been nominated for the British Academy of Film and Television Arts (BAFTA) awards.

"The portfolio of Immersive Education K-20 products has been in wide use throughout the U.K. and Europe in over 8,000 schools representing 4,000,000 students", said Robert Sowah, Chief Executive Officer of idoodlesoftware. "With an educational software catalogue of over 60 titles, idoodlesoftware will introduce to the Americas a proven effective, entertaining and engaging new way to digitally deliver the lessons of a core curriculum."

"We are very excited to have our product set offered to this new market," said Donna Burton-Wilcock, Chief Executive Officer of Immersive Education Inc. "We are confident that the partnership with idoodlesoftware will not only yield great results for each company but will advance and enhance the educational market in North America."

The new idoodlesoftware K-20 portfolio of educational software will advance both primary and secondary schools with titles focusing on STEM, literacy, history, social science with titles including krucible[®], kar2ouche[®], missionmakerTM and mediastage[®].

This release includes forward-looking statements made pursuant to the safe harbour provisions of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties including, but not limited to, the impact of competitive products, the ability to meet customer demand, the ability to manage growth, acquisitions of technology, equipment, or human resources, the effect of economic and business conditions, and the ability to attract and retain skilled personnel. The Company is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

About idoodlesoftware inc.

idoodlesoftware, inc. is an education software company out to bridge the gap between traditional and digital learning. Founded in October 2008 the company is based in Ottawa, Ontario, Canada and London, England. For more information please go to www.idoodlesoftware.com, or follow idoodlesoftware at <http://facebook.com/idoodlesoftware> and <http://twitter.com/idoodlesoftware>.

About Immersive Education Ltd.

Immersive Education Ltd. is an educational publishing business that develops software solutions for teachers, students, and parents. It publishes curriculum based offline support materials for teaching in form of lesson plans, activity suggestions and units of work that function alongside its software platforms. Please visit us at www.immersiveeducation.eu