For Immediate Release: Attention Technology/Education Editor

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idoodlesoftware Supplies Custom Educational Game For Virginia Aerospace Science and Technology Scholars

Mars Colony Simulation Pilot Used in NASA-based STEM program.

Ottawa, Ontario – July 26th, 2011 – idoodlesoftware inc. an education software company offering innovative solutions to bridge the gap between traditional and digital learning, announced today that it signed an agreement to supply to the Virginia Aerospace Science and Technology Scholars (VASTS) program a virtual 3D immersive STEM educational game simulating a Mars colony.

Based on Cyan Worlds Inc. program “MYSTOnline:URU Live”, the students of the VASTS Summer Academy will use the pilot to simulate the scientific exploration and habitation of Mars as part of their curriculum which will take place at NASA Langley Research Center this summer.

“We are privileged to be working with VASTS and their amazing team of education specialists, headed by Director Mary Sandy. The pilot integration of the Mars Colony Simulation into the VASTS Summer Academy curriculum demonstrates the progressive thinking that is required to better prepare the students for a STEM based world that awaits them after graduation”, said Robert Sowah, Chief Executive Officer of idoodlesoftware inc. “Taking the lead on the Mars Colony pilot development has been as incredible team of professors, researchers, programmers and developers from around the world, guided by Dr. William Schmachtenberg, that have worked tirelessly to make sure the pilot was delivered on time. We believe the use of our game technology, myURU, in the classroom engages the students on an exciting new level that has not been realized before now.”

“VASTS takes great pride in our demonstrated success of encouraging students to pursue STEM majors in colleges and universities by providing real-world problem-solving experiences. The inclusion of this interactive virtual Mars environment into our curriculum allows students to complete various experiments and procedures using the simulation and see, in real time, the outcomes of their decisions”, said Amber Agee-DeHart, VASTS Program Manager. “Integrated with NASA data, the Mars Colony Simulation allows users to examine various elements of Mars such as analyzing rock samples for potential evidence of life. idoodlesoftware is changing the way education is delivered.”

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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. The idoodlesoftware portfolio of educational software, which is installed in over 8,000 schools representing 4,000,000 students, advances core curriculum studies in both primary and secondary schools by focusing on STEM, literacy, history, social science. For more information please go to http://www.idoodlesoftware.com, or follow idoodlesoftware at facebook.com/idoodlesoftware and twitter.com/idoodlesoftware.

About Virginia Aerospace Science and Technology Scholars (VASTS) program.

VASTS is an interactive on-line science, technology, engineering and mathematics learning experience, highlighted by a seven-day residential summer academy at NASA Langley Research Center in Hampton, Virginia. Students selected to participate in the program are immersed in NASA-related research through interaction with scientists, engineers and technologists. The program is a partnership between the Virginia Space Grant Consortium and NASA Langley Research Center with support from the Commonwealth of Virginia and industry. For more information please visit us at http://www.vasts.spacegrant.org