



For Immediate Release:

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ePals' In2Books® Program Wins SIIA CODiE Award for Best Reading/English Instructional Solution

In2Books Program Earns Prestigious Industry Recognition

SAN FRANCISCO, May 21, 2012--- ePals Corporation (TSX-V: SLN), an education media company and leading safe social learning network, today announced that the In2Books program won an SIIA CODiE Award for Best Reading/English Instructional Solution.

The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announced ePals' In2Books as one of 29 CODiE Award winners in the education technology category. An SIIA CODiE Award win for ed tech companies is an especially prestigious honor, as each award winner has been selected by a combination of educators, who act as initial judges by selecting finalists from among all nominees, and SIIA members-company peers, who vote to select the winners from among the finalists.

A Common Core-aligned, curriculum-based e-mentoring program, ePals' In2Books program pairs students with carefully screened caring adult eMentors to reinforce reading, writing and thinking skills around top quality literature offerings in science, social studies and fiction. The program, generally sponsored by business or community organizations, helps ensure students equity of access to key 21st century critical thinking, collaboration and written communication skills. ePals' In2Books program includes a wide array of rich teacher resources and is available 24/7, enabling students, teachers and eMentors to experience the program wherever and whenever they have Internet access.

"We are deeply gratified to have In2Books recognized by the SIIA as a uniquely powerful reading and English instructional solution," says Nina Zolt, founder of In2Books and co-founder and Chief Learning Officer of ePals. "Using technology to extend the school day by facilitating authentic, rigorous collaborations around substantive content is the foundation for ePals' larger goal of supporting the education of children globally.

"This year's winners reflect excellence and vision," noted SIIA Vice President for the Education Division, Karen Billings. "I'm proud to congratulate them on the success of their applications, platforms, and products."

Among numerous other awards, ePals has also garnered recognition from the SIIA in recent years through a 2009 Finalist award for the In2Books program as Best Education Solution, and a 2009 Finalist award for ePals' Global Learning Community as Best Instructional Solution in Other Curriculum Areas.

For more information about the CODiE Awards, visit <http://www.siiia.net/codies/2012>

About ePals Corporation

ePals Corporation (TSXV: SLN) is an education media company and the leading provider of safe social learning networks (SLN). Focused on the K-12 market, ePals offers elementary and secondary school administrators, teachers, students and parents worldwide a safe and secure platform for building educational communities, providing quality digital content and facilitating collaboration for effective 21st century learning. ePals' award-winning products include: the ePals Global Community™; SchoolMail®365; LearningSpace®; In2Books®, a common core eMentoring program that builds reading, writing and critical thinking skills; and popular children's educational publishing brands including Cricket® and Cobblestone®. ePals customers and partners include the International Baccalaureate, Microsoft Corporation, Dell Inc., IBM Corp., National Geographic and leading school districts across the United States and globally. ePals serves approximately 800,000 educators and reaches millions of teachers, students and parents in approximately 200 countries and territories. For the ePals Global Community, visit www.epals.com. For In2Books, visit www.In2Books.com.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education, and intellectual property protection to more than 500 leading software and information companies. The SIIA Education Division serves and represents more than 180 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. For more information, visit www.siiia.net/education.

About the SIIA CODiE™ Awards

The SIIA CODiE™ Awards, originally called the Excellence in Software Awards, were established in 1986 by the Software Publishers Association (SPA), now the Software & Information Industry Association (SIIA), so that pioneers of the then-nascent software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has carried out the same purpose – to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement.

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