



**FOR IMMEDIATE RELEASE**

## **ePals® Launches Fun New Way for Kids to Access Educational Content from Cobblestone & Cricket®**

*Global learning network offers teacher-and-parent-recommended mobile apps and digital subscriptions to some of the most beloved children's magazines*

**WASHINGTON, DC - August 29, 2012** — ePals Corporation (TSX-V: SLN), an education media company and the world's leading safe social learning network, today announced the release of new interactive magazine apps from its children's media division, offering kids an exciting new way to interact with content from award-winning, teacher- and parent-recommended Cobblestone & Cricket magazines.

Digital magazine apps now available for free download are Babybug® and Cricket® magazines, both four-time Parents' Choice award winners. Each app includes a free publication to sample and access to additional purchased content, taking children's educational media beyond traditional print publications with interactive features, including:

- Read along audio support
- Animated characters, games and interactive activities
- Chatterbox, where kids interact and share thoughts with each other
- Ask the Author
- Video, music and educational games
- Integration with the ePals Global Community, a safe online learning environment where students collaborate for project-based learning

After an initial free download, annual stand-alone digital edition subscriptions are available for \$17.99 and a combined print + digital option is available for \$26.95.

The company also recently released an Android® version of its #1 iTunes Education app, Ladybug's Bookshelf, in English and Spanish. ePals digital products are now distributed across a wide variety of next generation tablets, eReaders, and mobile devices, including Apple's iPad® and iPhone®, Android tablets and phones, Google Nexus®, Kindle® and Nabi® tablets.

ePals will continue to release additional apps and digital editions of its popular children's content throughout the fall, across platforms and in multiple languages.

"We are delivering on ePals' original promise to distribute high-quality, engaging content across multiple formats and to a broader audience," says ePals CEO Miles Gilburne. "This marks an important step for

the company in developing a robust platform for the delivery of rich educational experiences into schools and homes around the world, working across desktop and mobile devices, locally and globally.”

In addition to its own library of children’s media, the company plans to extend its digital publishing platform to other educational publishers and content producers, offering a safe and secure distribution channel across the ePals global learning network that now reaches more than 27 million people worldwide.

“We are committed to bring our 40 years of quality children’s publishing experience to our digital media platform,” says ePals Children’s Media President, Jason Patenaude. “Having won every major publishing award in North America, our goal is to continue that tradition by safely offering engaging online content across all of our media products, spanning toddlers to teens.”

To learn more and download the Babybug and Cricket apps, visit [www.cricketmag.com/digital](http://www.cricketmag.com/digital)

### **About ePals Corporation**

ePals Corporation (TSXV: SLN) is an education media company connecting K-12 schools, students, teachers and parents around the world for shared, 21st century learning. ePals operates the K-12 market’s premier social learning network, connecting millions of users in over 330,000 schools for collaboration around high quality content and educational projects. ePals also publishes industry-leading children’s literature in physical and digital formats. These magazines, books and mobile apps are subscribed to by hundreds of thousands of families and approximately one-third of all US middle schools. ePals’ award-winning products and brands include: the ePals Global Community™; SchoolMail®365; LearningSpace®; In2Books®, Cricket® and Cobblestone®. ePals customers and partners include the International Baccalaureate, Microsoft Corporation, Dell Inc., IBM Corp. and leading school districts across the United States and globally. ePals reaches approximately 800,000 classrooms and millions of teachers, students and parents in approximately 200 countries and territories. For the ePals Global Community™, visit [www.epals.com](http://www.epals.com).

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