DIMENSIONU SELECTED AS A TECHNOLOGY PIONEER 2012 BY WORLD ECONOMIC FORUM

Innovative Company Continues to Win Acclaim for Transforming Learning in the Classroom and at Home

New York, Sept. 6, 2011 – The accolades keep stacking up for venerable game-based developer DimensionU (formerly Tabula Digita) just as quickly as students amass points and move through the company’s electrifying and immersive math and literacy video games. Last week, the World Economic Forum named the company one of only 25 Technology Pioneers for the class of 2012.

Comprising the most innovative technology start-ups from around the world, the Technology Pioneers 2012 are involved in a variety of fields – information technology and new media, energy and environment, and life sciences and health – illustrating the broad range of impact they have on the world. Many of these companies, including DimensionU, represent the latest generation of innovation and are poised to have a critical impact on how business and society work.

“This prestigious honor affirms that DimensionU is leading the transformation of education in the classroom, and in the homes of students across the United States,” said Ntiedo Etuk, CEO and founder of DimensionU. “We are poised to set the K-12 education market on a trajectory that successfully engages young learners and enhances the effectiveness of K-12 educators by providing them with the stand-out products that truly will change the face of education as we know it for this next generation of learners.”

The identification of the Technology Pioneer companies is the result of a rigorous selection process for which the Forum received hundreds of applications from around the world. The applications were evaluated by a selection committee of more than 50 global technology experts, including leading academics, journalists, technologists and venture capitalists.

Since 2000, the World Economic Forum has recognized the work of young companies who hold the promise of significantly transforming the way business and society operate. More than 400 innovative companies from five continents have been selected as Technology Pioneers.

DimensionU recently was honored with other noteworthy awards, including designation as one of the “Shining Stars” in EdNET’s Best for 2011 program. This new recognition program, developed by MDR with the support of Educational Systemics, selected DimensionU from a large pool of competitive products and services offered in the education marketplace. “Shining Stars” is one of three categories in the program and
recognizes products and services that are selected by the EdNET community and the EdNET's Best panelists as “game changers” in the education marketplace.

Another honor came from the Computers for Youth’s (CFY) Innovative Learning Awards which named DimensionU games its Family Learning Software of the Year. CFY is a national educational non-profit organization dedicated to helping low-income children do better in school by improving the learning environment at home.

In addition, Etuk has been named to the “ones to watch in Silicon Alley” list by the esteemed Crain’s New York Business publication.

The Technology Pioneers 2012 will be recognized for their work at the Annual Meeting of the New Champions in Dalian, People’s Republic of China, September 14-16, 2011.

About DimensionU
DimensionU represents a universe of educational video games and rewards where students practice core K-12 subjects including math, literacy, and science. Students in more than 70 school districts across the country are currently using DimensionU games including New York City Public Schools, Chicago Public Schools, Miami-Dade and Broward County Public Schools in Florida, and Dallas, Austin and Ft. Worth Independent School Districts in Texas. For more information, visit www.DimensionU.com.

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