Press Release

Intellimedia Inc., A Pearson ISV partner launches InteliLink

Powerful new Data Integration Software that enables seamless integration between PowerSchool and other key systems.

Edmonton, Alberta – June 25, 2012 – Intellimedia Inc. today announced the release of InteliLink, a new data integration solution that enables seamless, scheduled syncing of information between PowerSchool® and other functional systems such as Learning Management, Fee, Transportation and Special Education Systems among many others. Through InteliLink, schools can take advantage of PowerSchool API.

InteliLink includes many differentiated features that will enable schools to save time and improve the quality and accuracy of data.

- Flexibility to customize the scope and frequency of data syncs
- Flexibility to choose either automatic or manual data syncs
- Seamlessly connect PowerSchool to multiple external applications
- User-friendly interface
- Reduce risk through secure transfer
- Efficient linking of data to enable consolidated reporting

"As a committed Pearson partner, our product strategy continues to focus on tight integration between PowerSchool and Intellimedia solutions including Dossier Education Management Systems as well as between PowerSchool and other critical systems on which our clients depend," said Ahmad Jawad, President of Intellimedia. "We are very excited about the release of InteliLink as it will accelerate our clients' ability to maximize the potential of PowerSchool. "

"We are very excited about this partnership, as it allows our customers to better leverage our API tools offered in PowerSchool," said Oliver Wreford, Director of Business Development with the K-12 Technology group of Pearson. "We believe that partnering Intellimedia with PowerSchool will allow us to bring robust student data management and data connection capabilities to the broad student populations served by both PowerSchool and Intellimedia."

About Pearson

Pearson (NYSE:PSO), the global leader in education and learning technology, aims to help people make progress in life through learning. Pearson's leadership spans pre-K12, higher education, and corporate learning globally. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information about the K- 12 Technology group of Pearson, visit www.pearsonschoolsystems.com.

About Intellimedia

Intellimedia is a consulting and software development company focused on education solutions that improve efficiency, support educational objectives as well as enable data driven decision-making. Equipped with extensive knowledge and experience in the field of education, we offer a wide range of solutions and services to support data management, data analysis and integration.

For more information:

Intellimedia will be available to share more information about InteliLink and other Intellimedia services and products at the PowerSchool University (PSU) in Anaheim July 8th – 12th as well as at the PowerSchool User Group (PSUG Michigan) in Las Vegas July 23rd – $26^{th.}$ Ahmad Jawad, President of Intellimedia Inc. can also be reached at (780) 906-9845 or ahmad@intellimedia.ca. Visit www.intellimedia.ca