

**Press Release:**

**Educomp and Zeebo Inc. Form Joint Venture to Launch First Wireless Educational Platform for Children in India**

***Zeebo India to Expand Reach of Digital Technology and Interactive Content in Indian Homes and Schools***

**SAN DIEGO and NEW DELHI** – January 11, 2011 – Educomp Solutions Limited and Zeebo Inc. today announced the proposed formation of a new joint venture in India and shared their plans to introduce a version of Zeebo's 3G-connected education and entertainment system specifically for the Indian market in 2011.

Zeebo India\* will be a joint venture of Zeebo Inc., a Qualcomm funded company; Educomp Solutions Limited (Educomp), India's leading education company; and Lakshya Digital, India's largest interactive content development studio. Together, the three companies will tailor Zeebo's technology and develop relevant content for use by Indian school going children, both at home and in the classroom.

"This partnership will enable us to provide a wide variety of new content and services for education, distance learning and interaction among Indian children, parents and teachers," said John F. Rizzo, president and CEO, Zeebo Inc. "Access to such content and capabilities has been very limited in India because of the lack of a suitable platform and content delivery mechanism."

Rizzo added, "The Zeebo system provides a new and better solution – an affordable, low-maintenance, education-oriented platform with the ability to easily download content via 3G wireless networks. Broadband 3G coverage is proliferating rapidly in India, creating new avenues to enhance the academic experience for students."

Connected to any TV, the Zeebo will provide Indian children with access to a wide array of digital content, including Educomp's rich multimedia educational content library. The system will also provide Internet connectivity, email, downloadable family-oriented games and the ability to connect with friends, family and teachers. These capabilities will enable new forms of interaction among children, parents and teachers, including community building, online real-time assessments, distance learning and much more. In addition to developing its own content for the Zeebo system, Zeebo India is working closely with Indian publishers and developers to spur the creation of third-party content and applications designed specifically for the Indian market.

"Education is a major focus throughout India, and is essential to the country's continued economic growth," said Shantanu Prakash, CEO of Educomp. "We are proud to work with Zeebo to offer an entirely new, family-friendly option for instructional technology. Educomp serves more than 26,000 schools and 15 million students in India and other Asian countries. By bringing Zeebo to Indian children, both at school and at home, we will deliver unprecedented access to new, more robust and innovative educational opportunities."

Dib Chaudhuri, co-founder and president of Lakshya Digital, will join Zeebo India and will lead Zeebo's efforts there. "The demand from children in India for services such as interactive education content, fun learning games, digital entertainment content and Internet connectivity is enormous and growing every day," said Chaudhuri. "Zeebo provides children with a leading-edge and accessible platform for interacting with that content. Whether children are looking to learn, connect or play, Zeebo will offer it all for homes and schools throughout India."

"We are very excited about this new initiative," said Karthee Madasamy, managing director of Qualcomm Ventures in India, which is backing Zeebo's efforts. "Zeebo India's strategic vision reflects Qualcomm's strong commitment to bringing innovative and beneficial technologies to emerging markets such as India."

The announcement of the Zeebo India joint venture follows closely on Zeebo's formation of Zeebo China (Zeebo Shanghai Information Technology Co., Ltd.), which is working to bring Zeebo's technology to Chinese consumers.

For more information on the Zeebo platform in India visit <http://zeeboinc.com/countries/india>.

\*Subject to necessary approvals.

#### **About Zeebo India**

Zeebo India, will be a closely held company with offices in New Delhi, is tailoring the Zeebo digital education and entertainment system, along with relevant content, specifically for schoolgoing children in India. The system's 3G wireless connectivity will enable rapid, easy delivery of education and entertainment applications and other digital services to children in homes and schools. Learn more about Zeebo in India at <http://zeeboinc.com/countries/india>.

#### **About Zeebo Inc.**

Zeebo, Inc., a closely held company based in San Diego, California, has developed the Zeebo, a wireless platform to deliver digital content and services to the next billion consumers in emerging global markets. The system's 3G wireless connectivity allows for rapid, easy delivery of education and entertainment applications and other digital services, free from the risk of piracy. Consumers can buy or subscribe to inexpensive content, download them directly to the Zeebo and access the Internet, all from the comfort of home. The Zeebo system is currently available throughout Brazil and Mexico, with future rollouts planned in China, India and other regions.

For information on Zeebo around the world, visit the following:

**Corporate Site:** <http://www.zeeboinc.com>

**Brazil Site:** <http://www.zeebo.com.br>

**China Site:** <http://www.zeebo.com.cn>

**Mexico Site:** <http://www.zeebo.com.mx>

**Zeebo Blog:** <http://www.zeeboinc.com/blog>

**Twitter News:** [http://twitter.com/zeebo\\_news](http://twitter.com/zeebo_news)

#### **About Educomp Solutions Limited**

Founded in 1994, Educomp Solutions is a globally diversified education solutions provider and the largest education company in India. Over the years, Educomp has been at the forefront of pioneering initiatives in the education space. With an employee base of more than 10000 professionals, Educomp serves 26,000 schools and 15 million learners and educators in India as well as the US, Canada, Singapore and Sri Lanka. It operates through its various subsidiaries including authorGEN, Threebrix eServices, Learning.com, USA, AsknLearn Pte Ltd, Singapore, and via its associates such as Savvica Inc in Canada. The company works closely with schools to implement innovative models to create and deliver content to enhance student learning. Educomp's long undiluted focus on the K-12, curriculum design and teacher education space, in developing applications and products, has revolutionized leverage of information technology and Internet for education. Educomp has also embarked upon innovative IP-driven projects to set up pre-schools, high schools and professional and vocational education institutions. For more information, visit [www.educomp.com](http://www.educomp.com).

#### **About Lakshya Digital Private Limited**

Lakshya Digital is one of the largest interactive content development companies in South Asia with about 250 employees in two studios in India and an office in San Diego USA. Lakshya Digital provides innovative content solutions for all platforms including PC, Online, Game Consoles, Interactive Whiteboards, Handheld Devices, Proprietary hardware devices etc. Their team of highly skilled and trained resources provides comprehensive design, technology and art services to take a project from "Concept to Completion." Lakshya has worked on over 100 projects for companies around the globe including some of the top global video game publishers and developers.

#### **About Qualcomm Ventures**

Qualcomm Ventures, the venture investment group of Qualcomm Incorporated, was launched in the United States in November 2000 with an initial US\$500 million allocation. Qualcomm Ventures' aim is to support Qualcomm's mission of enabling and fostering 3G and wireless Internet markets through investments in privately owned startup ventures. These strategic investments include companies focusing on wireless communication technologies and products serving consumer, enterprise and vertical markets worldwide. For more information, please visit [www.qualcomm.com/ventures](http://www.qualcomm.com/ventures).

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