

12 February 2014

ASX/Media Release

### Recent Operational Initiatives

- **New COO's early operational and marketing initiatives**
- **Unmarketable share parcel reduction program**
- **ADR Level I Program**

#### **Operational and Marketing Initiatives:**

Entellect Limited (the **Company** or **Entellect**) is pleased to provide an operational update of initiatives undertaken by KNeoWORLD's new Chief Operating Officer, Marti Miernik.

Marti joined Entellect three weeks ago. Her mandate was to leverage her experience to help commercialise Entellect's KNeoWORLD Educational Games Portal and iTunes and Android Apps. In doing this Marti has streamlined the team in San Francisco. She has also added new technical and user interface resources of the highest calibre. These initiatives will enable the ramping up of sales to both the US Parent Teacher Associations (PTA) and the large consumer base which until now has been played under a freemium model.

Part of the commercialisation process includes upgrading the front end appearance of the site and provide easier navigation. This will enable easier access to the substantial library of games and activities. New games will also be added to the library.

The result of this work will be evidenced in the imminent release of a more user friendly front end to Entellect's award winning educational games portal [www.KNeoWORLD.com](http://www.KNeoWORLD.com).

Coinciding with this release, the Company will embark on substantially increased marketing activities including social media, direct marketing, PR and greater presence on major US parent blogger sites.

#### **Unmarketable share parcel reduction program**

The Company also advises it has commenced the previously announced unmarketable share parcel reduction program which it expects to complete in approximately 60 days. This will substantially reduce the number of shareholders but more importantly, the associated costs. A further announcement and a letter to shareholders with the details of this initiative will be sent shortly.

#### **ADR Level 1 Program**

The Company also confirms it is proceeding with an ADR program. Initially, the ADR will be a level 1 program providing US investors with investment access but not access to new issues. The Company has engaged Mr. Barry Driscoll of Oxford Capital, an expert in Australian issuer ADR Programs, to undertake pricing and to progress the program.

#### **For further information please contact:**

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