

## ASX/Media Release (ASX:ESN)

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# Successful New York School Pilot Program

### Key points:

- Pilot programs in New York City based schools validate efficacy of the KNeoWORLD game based learning Portal
- The program was administered with the cooperation of principals and teachers in New York City elementary schools
- Validation at this level is expected to result in multi-user subscriptions
- Revenue will be generated via school PTAs fund-raising initiative and Foundation funding

Entellect Limited (**Entellect** or the **Company**) is pleased to announce it has completed successful Phase 1 in-school trials in New York City. The purpose of the trials is to validate both the educational efficacy of Entellect's games-based learning portal and confirm the compelling and engaging nature of the platform's content. Phase 1 of the pilot program has confirmed students' willingness to engage in KNeoWORLD and expand their learning experience.

The pilot program has been conducted in elementary schools in New York City with a 120 children aged 7 to 12 years participating to date. The program was implemented under the direction of principals and teachers of the second, fourth and sixth grades. The results show resounding validation that the KNeoWORLD games-based learning platform is a success with both the students and the educators.

Frank Lieberman, New York Game-Based Learning Advisor who is conducting the pilot program for KNeoWORLD said, *"the results clearly show validation that the KNeoWORLD games-based learning platform is a success with both the students and the educators. The students are thoroughly engaged collaboratively in learning and problem solving and it makes them think strategically while playing. They have to navigate through the challenges and this also quickly enhances their computer skills. I found the students were thoroughly engaged and wanted to continue playing, and when asked the teachers if the students learned anything while playing the games, their response was a most enthusiastic "yes". I am a proponent of game-based learning and look forward to introducing KNeoWORLD to other grades and classes."*

The Pilot program's success will facilitate access to 500,000 public, private and catholic schools in the greater New York Public area via the Parent Teacher Association (PTA) fund-raising revenue model and also the Foundation funded revenue model. The Foundation-funded revenue model involves corporate, government and private foundations providing funds for students of less affluent schools to also adopt education programs including KNeoWORLD's game-based learning program. This program alone is expected to generate revenue in first quarter of calendar year 2015.

Based on New York City success and implementation, the Company expects to expand these revenue models to other states in the US in the coming months.

The Company continues to add enhancements to its web-based educational games portal [www.KNeoWORLD.com](http://www.KNeoWORLD.com) and will also be releasing its new multi-language Android App in English, Spanish, Chinese and Russian. This will enable the Company to fulfil distribution agreements in specific jurisdictions and engage in the Android-dominant market in other regions. The recently released Apple iOS8 App will also be available in a multi-language version.

## **-Ends**

### **About Entellect Limited & KNeoWORLD:**

Entellect's 80% owned KneoWORLD is a publishing house whose business revolves around selling engaging educational games through its fun KNeoWORLD Games Portal and as downloadable Apps in the exciting education by entertainment games sector.

Games that have inherent educational value are licenced from independent developers and sold via subscriptions to its primary market of parents of 5-12 year old children who by subscribing, give their children an educational advantage by playing fun and engaging games with validated educational content. The Games Portal and Apps are available globally for both educational facilities and the consumer market with defined distribution channels established in the USA and China and other regions being added progressively.

We accelerate learning using compelling and fun online games infused with validated educational content, all embedded in a total virtual KNeoWORLD, to teach the higher order skills required by children to succeed in today's knowledge-based economy.

Our goal is to become one of the world's leading game based learning publishers.

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