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## **KNeoMedia sells a further 700 Seat Licences to New York Public Schools**

Online education publisher **KNeoMedia Limited** ("**KNeoMedia**" or the "**Company**") (**ASX: KNM**) continues to convert its pipeline of 50+ advanced sales inquiries into revenue-generating orders with a further 700 Seat Licences sold for the Company's special needs online education content, KNeoESP.

The Licences have been sold to three new schools, one in a new borough, Staten Island, which means the Company now has sales into five boroughs - Brooklyn, the Bronx, Queens, Manhattan and now Staten Island.

So far, a total of 4,200 Seat Licences have been sold at \$50.00 per Seat Licence to 18 New York Public Schools. The educational content is a mix of special needs and general education content. As previously advised, revenue is generated approximately 60 days from the time the order is received.

The new orders, which follow similar orders for 1,000 Seat Licences secured last week, are a direct result of the budget support announced last week from the New York City Department of Education District 75, and the fact that KNeoMedia's education software is clearly pacifying, engaging, entertaining and educating special needs students. Also driving sales enquires is the now established direct correlation between deployment of KNeo products and reduction in adverse physical incidents at special needs schools further evidencing reduction in overall stress in the special needs education environment.

KNeoMedia's focus is to continue converting its 50+ advanced sales inquiries into revenue-generating contracts, and building its pipeline of new sales inquiries. This is now happening, and the Company is building greater scale into its New York operations which is the best opportunity to rapidly grow revenue streams.

As shareholders are aware, the New York Public School system is a large addressable market with approximately 2,300 elementary schools teaching more than 1.25 million students, including 220,000 special needs students. The broader United States market exceeds 35 million students, and moves are afoot to secure sales beyond New York.

KNeoMedia's Chief Executive Officer James Kellett said: "Our pipeline of orders continues to build and we expect to secure orders for more Seat Licences very shortly. We are confident that we can now generate steady sales of Seat Licences from this point onwards and New York will be our focus at this time.

"Also noteworthy are the results that our education software is achieving, particularly among special needs students. It is creating a better environment for both students and teachers, and has become a real catalyst for greater take up by schools. This is something that we are especially proud of as it is great validation of our education content.

"While New York is our primary focus at this time, awareness is growing outside of New York and other opportunities in other US states are emerging."

– ENDS –

**About KNeoMedia Limited:**

KNeoMedia Limited is an online education publishing company that delivers world-class education assessment products and games-based learning to global educational and consumer markets.

KNeoMedia publishes and markets from its US-based subsidiary, KNeoWORLD Inc., and sells on a seat licence and micro-subscription and Apps basis through the KNeoWORLD.com games portal, Apps Stores and via distribution agreements and education departments.

Games Based Learning is an integral part of childhood education. Growth in educational markets, combined with advances in mobile devices and connectivity, will continue to accelerate innovation, adoption, and affordability of our products around the world.

KNeoWORLD is an education games portal where young and also special needs students play their way through a futuristic and epic world. They do this by playing compelling games that are subtly infused with validated educational content including numeracy, literacy, science, arts, reasoning and memory. KNeoWORLD products provide extensive analytical performance data to educators and comply with child online protection and the parent approved simple subscription model provides KNeoWORLD with a global opportunity to quickly deploy in a product vacuum and become a market leader.

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