



ASKnLearn to Jointly Promote JuJups Junior

ASKnLearn partners with Genometri to launch JuJups Junior for Primary and Secondary schools.

Singapore, May 25, 2009— ASKnLearn, a premier Pan-Asian provider of education solutions and services, and Genometri, a design technology company, signed an MOU to jointly promote online design activity in schools through their portal JuJups Junior.

JuJups Jr (jr.jujups.com) is a portal designed for children to create their own stuff online. It is a spin-off of the main site www.jujups.com –for general audience that is now operating in the United States, India, Singapore, and the Philippines.

Children take to online design tools like duck to water. Most children start designing stuff online in channels like Disney at age of 4 to 6. They are familiar with drag-and-drop design and are able to express themselves freely and creatively. JuJups Jr makes design a social activity, where designs can be created and shared. There are also competitions within the site to participate in.

The CEO of Genometri Sivam Krish believes that *“These kids are growing up in a world where everything is being customized and products are beginning to be authored socially”*. JuJups Jr is a social authoring tool for design.

The CEO of ASKnLearn Victor Yuk believes that *“JuJups Jr is an extremely innovative design community portal that allows youth to publish their designs and artwork to a worldwide audience. The potential of JuJups is immense, and through working together, we can bring this partnership well beyond Singapore”*.

About Genometri

Genometri is a design technology company that specializes in building online tools. It owns and operates www.jujups.com – which is rapidly growing online co-creation platform that connects prosumers, content owners and manufacturing companies globally, to serve customers locally. Genometri is based in Singapore and is funded by NVS and SPRING Singapore.

www.genometri.com www.jujups.com

About ASKnLearn

Founded in 2000, ASKnLearn is Singapore’s largest education technology provider. It provides web based e-learning solutions, content and services to over 152 educational institutions across Singapore, China, Thailand, Japan, and Brunei. ASKnLearn is a fast growing technology company, and has been selected as the 2nd fastest growing technology company from Singapore at the 2008 Deloitte’s Technology Fast 500 Awards. ASKnLearn is an affiliate of Educomp Solutions Ltd, the largest education solutions company in India.

www.asknlearn.com

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