



Skill Pill Announces Further International Expansion in India, Spain and Portugal

London: Skill-Pill M-Learning [SPML] today announces further international expansion with new strategic partnerships based in India, Spain and Portugal. SPML's continued expansion underlines the rising demand for mobile learning services globally.

The partnerships with Upside Learning Solutions in India and with Grupo PyA in Spain and Portugal give SPML the opportunity to redistribute its mobile learning solutions in three important growing international markets.

SPML designs and produces Skill-Pills, which are short, high impact pills of information and motivation designed to reinforce recent skills training and business communication. A Skill-Pill can deliver a highly focused package of skills content at precisely the right moment a user needs it most. This means that the content will be relevant and fresh to the task at hand, maximising the skills and behaviour where needed.

Upside Learning is an India-based training company providing outsourced e-Learning solutions and services. It offers a wide range of custom e-Learning solutions and catalogue courses in various domains to more than 100 clients in 15 different countries.

Amit Garg, Co-founder of Upside Learning, comments: "We believe the eLearning domain will transform in coming years with more training moving to handheld devices, and that the mobiles would become the delivery platforms of choice in future. We are very pleased to partner with SPML to resell their bite sized m-Learning nuggets further enhancing our range of offerings for our clients."

Grupo PyA is a Spain-based training and consultancy company employing over 150 professionals. The firm markets its services in Spain, Portugal and South America.

Pablo Riera, Chairman of Grupo PyA, comments: "Our experience and the support of international strategic alliances allows us to offer a wide range of high quality services from our bases in Spain and Portugal and to redistribute in more than 25 countries."

SPML founder Gerry Griffin is excited about the possibilities generated from the new partnerships. "These alliances allow us to extend our reach globally, with a particular focus on India and the Spanish-speaking markets. We look forward to see Skill-Pills used by customers from different cultures and backgrounds."

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Notes:

Skill-Pill M-Learning launched in 2007, with headquarters in Dublin, Ireland, and offices in London, US and Australia. Skill-Pill is a mobile learning company that delivers concise video marketing or training videos to mobile devices, such as phones, iPhone or BlackBerrys. Each Skill-Pill comprises up to two minutes of rich media content. Skill-Pill produces customised pills for clients, and also allows them



access to an extensive library of generic content. The library has 4 categories: Leadership, Management, Sales and Personal Skills.

Media Contact: Ada Lee +44 870 240 6656 ada@skill-pill.com