



Skill-Pills Arrive in iPhone App Store

London, January 13, 2010: Skill-Pill M-Learning [SPML] has begun the New Year by taking a first step to extend its mobile learning business to the consumer market. A new widget for iPhones, the mobile digital device is now available through App Store, the online store, and acts as an interface through which users can access free Skill-Pills. The widget also allows access to over 100 further Skill Pills - short two minute videos designed to strengthen and reinforce core business skills and capabilities. These Skill-Pills are currently available free of charge through the new widget:

- Chairing Creative Meetings
- Closing Sales
- Coaching Essentials

Widgets for Blackberry™ devices and other smart phones are currently in beta testing and will be available soon. Further content for the consumer market will be released via the widgets throughout 2010 including a mobile MBA programme and English language training (ELT) modules from Pearson.

Corporate customers of SPML will also be able to use the widgets to access their company's own library of Skill-Pills, including custom content.

Gerry Griffin, Chief Executive, Skill-Pill M-Learning commented, "Mobile devices are firmly established as key communication tools, so the availability of mobile content to meet information needs is critical. SPML has now taken its first step to reach the consumer market, and with a pipeline of exciting new content in place we'll continue to reach out to the consumers throughout 2010. "

- Ends -

For more information, contact Ada on ada@skill-pill.com or call 0845 240 6656

Notes to Editors

About Widgets: A Skill-Pill widget, or application, appears as an icon on your mobile device or BlackBerry, allowing you to easily browse and select pills for download, as well as set preferences.

iPhone is a trademark of Apple Inc.

Skill-Pill is a mobile learning company that delivers concise marketing or training videos to mobile devices, such as phones, iPods 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.