

numedeon, inc.

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Numedeon To Provide Educational Content For New Dell Mini Netbook Geared Toward Children

- *Numedeon and Dell collaborate around innovative educational content*
- *Project centers on easy Netbook access to Numedeon's virtual learning world, Whyville.net*
- *Netbook to be sold exclusively through Walmart stores, Walmart.com and at Dell.com*



PASADENA, California - August 12, 2009

Virtual worlds learning company Numedeon, Inc., founder of Whyville.net, today announced it will provide educational content for Dell's new Inspiron Mini Nickelodeon Edition netbook geared toward children. The new computer will be available in the U.S. in October and sold exclusively through Dell.com, Walmart.com and Walmart stores.

The netbook will include an animated icon (an "animaticon") through which children can easily access Whyville. The Whyville "landing zone" for netbook users will be the new virtual Dell Pavilion where all Whyville users can construct their own virtual netbook from its component parts and design and download customized screens.

"We're extremely pleased to collaborate with Dell, a world leader in digital technology," said Dr. James Bower, Chairman of the Board at Numedeon, Inc. and one of Whyville's founders. "This exemplifies the innovative ways we can reach and educate children around the world."

"This project is a major business opportunity for Numedeon," said Dr. John Nackel, CEO of Numedeon, Inc. "It will greatly expand our user base and provide a link to real-world products that will further enhance growth for Whyville."

"The new Dell netbook represents our approach to creating products that speak to people's passions," said Rachna Bhasin, Dell General Manager, Strategic Partnerships and Personalization. "Whyville's unique educational content is fun and informative for kids, and reassuring for their parents."

(Numedeon continued)

With more than 5 million registered users, Whyville is an educational virtual world where kids can actively participate in educational activities and games sponsored by authoritative organizations such as NASA, The Field Museum of Natural History in Chicago, The J. Paul Getty Trust, the U.S. Centers for Disease Control and Prevention, and the Woods Hole Oceanographic Institution. Whyville also has ongoing relationships with innovative marketing companies like Scion, Toyota Financial Services, Scholastic Publishing, and creative advertising and marketing agencies like [Bauer Publishing](#).

WHYVILLE

Launched in 1999 by Numedeon, Inc., [Whyville.net](#) is an educational virtual world designed for children ages 8 to 15, and one of the first virtual worlds and social networking sites for children. The citizens of Whyville play, engage with activities, earn virtual currency, socialize, learn, design, eat, dance, govern and much more. Created by scientists from the California Institute of Technology, Whyville combines research expertise in education with advanced simulation and virtual world technology to engage young users in learning and exploration. At greater than 30 minutes per log in, Whyville is one of the stickiest and most engaging of all websites for children (ComScore Media Metrics).

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