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PRESS RELEASE

Los Angeles, CA (October 31, 2012) - The Danish Simulator (DS), an online language and culture training platform based on Alelo technology and previous work on the Digital Pronunciation Trainer (DPT), has received the prestigious EU Language Award. Considered the European seal of quality for achievements in language learning, the Language Award recognizes projects that are innovative, effective, and able to deliver transferrable results. The award panel determined that the Danish Simulator fulfills these criteria in full.

The DS project was developed to test whether the simulator could replace a given percentage of traditional teacher-based Danish classes at language centers in Denmark without lowering the quality or effectiveness of instruction provided by an actual teacher. The report concluded that, based on the target of "increasing efficiency and creating savings without compromising the quality of the delivered service," the project was a success.

In the words of a Norwegian member of the panel, "It is different from anything we've seen before, it is extremely innovative and aims at making the integration of new fellow countrymen easier than by any other means available today. It uses the entire spectrum of technological possibilities available today, but puts technology second and pedagogy first — as such, it is a prime example of sensible use of technology in the service of education."

"Alelo is pleased to support the Danish Simulator project, and congratulates the DS team for winning this prestigious award", said Dr. W. Lewis Johnson, Alelo's CEO. "The success of DS is evidence of the power and effectiveness of Alelo's social simulation technology and instructional methods."

About Alelo Inc.

Named for the Hawaiian word for "tongue" or "language," Alelo is dedicated to helping people throughout the world communicate more effectively. A spin-out of a research project at the University of Southern California's Information Sciences Institute, Alelo has been highly successful in transitioning research results into effective products. Alelo creates software and content for instructional social simulations for a wide range of domestic and international markets (Government, Military, and Education), and is growing its suite of training solutions to satisfy the needs of the commercial markets.