

## **eCollege Announces Expansion to Asian-Pacific Markets**

*Pearson Company Opens Australian Office, Premier Sponsor of Ascilite 2008*

DENVER, October 28, 2008—eCollege has announced the continued global expansion of its eLearning services and technology, opening an Australian office that will focus on the entire Asian-Pacific region. The expansion adds to eCollege's local presence in the United Kingdom, Mexico and Brazil.

eCollege, a Pearson company, is a top provider of eLearning solutions and services for hundreds of the most successful online education programs in the US. The company is continuously adding to its suite of integrated and supported technologies that enable educational institutions to deliver quality experiences to help students reach their goals. Pearson, the international education and media company, is the world's leading education publishing and services company, with expertise and resources in educational content, technology, assessment and related services.

"The expansion of eCollege will increase access to educational opportunities for students around the globe," said Matt Leavy, CEO of eCollege. "Our new Australian office is another step toward growing the role and reach of eCollege, backed by Pearson, as the world's leading eLearning solutions provider."

Matt Leavy announced that Ron Stephens has been appointed Regional Director for eCollege's new Asian-Pacific business, based in Melbourne, Australia. Stephens will work closely with the regional presidents of Pearson's education businesses to present eLearning solutions appropriate to each market where Pearson already has deep local expertise and talent. His extensive information technology sales experience includes Hewlett Packard, Sun Micro Systems and Data General. Prior to joining eCollege, Stephens served as the Asia-Pacific regional sales manager for PIVoD Technologies, an Australian software company that provides enterprise solutions in conjunction with its partners IBM and Cisco.

eCollege will also serve as premier sponsor of Ascilite 2008, a gathering of the region's leading innovators in educational technology. The Australasian Society for Computers in Learning in Tertiary Education (Ascilite) works to stimulate discussion and highlight technological advances in education.

**About eCollege** -- eCollege, a Pearson company (LSE: PSON, NYSE: PSO), is a leading provider of a comprehensive course management system and associated services to postsecondary institutions and K12 education. The company provides an on-demand eLearning solution that supports many of the most successful fully online degree, certificate/diploma and professional development programs in the country, and increasingly, around the world. Pearson, the international media company, is the global leader in educational publishing, assessment, information and services, helping people of all ages to learn at their own pace, in their own way. In addition to Education, Pearson's primary operations include the Financial Times Group and the Penguin Group. For more information, visit [www.ecollege.com](http://www.ecollege.com) or [www.pearson.com](http://www.pearson.com).

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