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Aptara Wins Prestigious Brandon Hall Award for Excellence in eLearning

Receives Award for Excellence in “Best Custom Content” Category

Falls Church, VA – October 23, 2008 — Aptara, Inc., a global leader in content transformation services and innovative learning, won the prestigious Brandon Hall Silver award for excellence in eLearning, in the custom content category. The Brandon Hall Excellence in Learning Awards are presented annually by Brandon Hall Research, one of the leading research firms in training and development. Now in their fourteenth year, these awards acknowledge exceptional work in the development and application of innovative learning technology. Winners were announced at a ceremony on Thursday, September 25, 2008, at the Brandon Hall Research Innovations in Learning Conference in San Jose, California.

Aptara’s award was for its development of “Sunrise University Orientation – Dining Services Module” for its client Sunrise Senior Living.

“This award isn’t just an accolade for our company, it is also a tribute to the strength of our team, the quality of our eLearning solution, and the judgment of our learning and development customers who count on us for their training initiatives,” said Dev Ganesan, president and chief executive officer of Aptara.

“We are so impressed with the quality of this year’s winning entries,” said Brandon Hall, Ph.D., chairman of the Awards program. “These winners set the standard for what innovative learning looks like today.”

About Aptara

Aptara is a global leader in Learning & Development solutions—from custom content creation to learning administration services, Aptara is your solutions partner. Aptara collaborates with its clients to analyze their short-term and long-term L&D needs and prepare a strategy for “e-Migration”. Using industry-standard as well as proprietary processes and technologies, Aptara ensures effective knowledge transfer and performance improvement. Aptara builds content in reusable formats so it can be redeployed into interactive eLearning, websites and wikis, PDAs, Electronic Performance Support Systems (EPSS) and classroom materials. Headquartered in Falls Church, Virginia, Aptara has 9 offices on four continents with 3,500 employees, serving customers around the globe from ISO-certified facilities. For more information on Aptara and its services please visit www.aptaracorp.com.

About Brandon Hall Research

Brandon Hall, Ph.D., is the CEO of Brandon Hall Research and author of the ground-breaking “Web-Based Training Cookbook.” Since 1992, Brandon Hall Research (www.brandon-hall.com) has been providing independent research reports and expert advice on using technology in learning. Brandon Hall Research conducts the Awards program each year to recognize the best in innovative learning. To honor the Award winners Brandon Hall Research hosts the Awards ceremony and reception in conjunction with its Innovations in Learning Conference.

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