

FOR IMMEDIATE RELEASE

Toolwire Announces Sponsorship of Elliot Masie's Learning 2008 Conference

Innovative experiential technology learning solutions to be showcased with industry thought leaders to demonstrate best practices in training design and delivery.

Pleasanton, CA – October 24, 2008 - Toolwire, a leading innovator of experiential distance learning solutions announces their sponsorship of the Learning 2008 Conference. Held in Orlando, Florida from October 26th – 29th the event will highlight best practices and innovative breakthroughs in learning and education technology.

The annual event, drawing several thousand learning leaders representing Global 2000 organizations, is one of the premier gatherings in the learning industry. Learning 2008 is designed by and for learning implementers cooperating on the evolution of learning strategies. In these challenging times the conference is focused on representing the effectiveness of learning strategies and Toolwire will be elevating that agenda through their participation in the event.

Participants will take part in sessions highlighting innovative and entrepreneurial approaches to address some of the most important challenges in training and education, including:

- Increased global reach and more effective enablement, reducing time-to-market and providing a competitive edge
- The elimination of travel and associated expenses, down-time and lost opportunities characteristic of traditional classroom training solutions
- A reduction in training and capital expenditures associated with physical site-based training
- Meeting rising student expectations in the classroom and on-line
- Promoting student engagement with Web 2.0 technologies and Learning 2.0 solutions
- Measuring student learning and learning outcomes
- Assessing the impact of training programs and initiatives across an enterprise

Toolwire will demonstrate how the deployment of learning and collaboration technologies supports the effectiveness and profitability of enterprises through the experiences of some of the world's most successful companies.

In addition to demonstrating its products in a hands-on forum at the **Learning Gallery**, the company will host two one-hour **Solution Showcase** sessions.

The sessions will profile success stories from the world class learning executives responsible for implementing them including:

- *Charles Jennings – Global Head of Learning, Thomson Reuters*
- *Julieann Scalisi – Managing Director of Education, Citrix Systems*
- *Joe Ng – Senior Global Manager, e-Learning Center of Excellence, HSBC Bank*
- *Vidhyu Rao – Director, Cognizant Academy*

Moderated by David J. Clarke, IV, Founder and Learning Architect of Toolwire, the Solution Showcase sessions will profile these successes, including in-depth discussions and analysis of different approaches to leveraging innovation through best practices and effective execution.

These topics will stimulate the audience and change the way they think about learning innovation:

- Spend a “Day in the Life of a Maverick CLO” to understand how the achievement of performance based outcomes and productivity have more to do with “unlearning than learning”.
- Separate the science from the science fiction of deploying practical experiential solutions via “Learning as a Service”.

"Companies today are being challenged on a daily basis to rapidly and profoundly change their approaches to delivering learning through the adoption of innovative and evolving technologies," said Cameron D. Crowe, Vice President, Marketing and Corporate Development of Toolwire. "We look forward to sharing our vision for the future at Learning 2008 through the successes of several of our premier clients and industry learning leaders.

For more information, or to register for the Learning 2008 event, visit www.Learning2008.com.

About Toolwire

Toolwire, Inc. is a learning solutions provider specializing in products and services for experiential learning. Toolwire's hands-on LiveLabs and Scenarios provide on-demand, personalized practice with live systems for blended training initiatives. “Learning by doing” provides the quickest and most effective way to develop skills and ensure ongoing competency with technology. The company is headquartered in Pleasanton, CA. For more information, please visit www.toolwire.com

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