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Burn Center Medical Training Game wins Serious Games Challenge

Orlando, Fla., December 5th, 2008 – 360Ed, Inc. announces the medically accurate interactive game simulation, *Burn Center*, won the best small business and best overall categories in the Serious Games Showcase & Challenge at the Interservice/Industry Training Simulation and Education Conference 2008 (I/ITSEC) held in Orlando, Florida. I/ITSEC is the largest conference of its kind and is held annually to promote cooperation among the Armed Services, Industry, Academia and various Government agencies in pursuit of improved training and education programs, identification of common training issues and development of multiservice programs. This year's event drew 17,000 attendees.

The goal of the Serious Games Showcase & Challenge is to identify innovative game-based technologies and solutions that improve training across all segments of the armed services for individuals, groups and systems. Submissions are peer reviewed by a panel of military, academia and industry gaming experts and the 12 finalists were showcased at the I/ITSEC conference.

"We were excited to be selected as a finalist by the panel," said Ben Noel, 360Ed's Chief Executive Officer. "We felt that we had built an industry leading interactive environment that simulates the real challenges in mass-emergency environments and it's great to be recognized. *Burn Center* represents the new face of technology-based education."

Developed in partnership with the Florida Department of Health and the University of Florida College of Medicine, *Burn Center* will be used to train Florida Trauma Center Providers, including surgeons and other medical and emergency response staff, improving the triage and care of critically injured victims of burn, bomb and blast disasters and mass casualty incidents. *Burn Center* pits the medical professionals in a race against time to evaluate, treat, transport and resuscitate multiple simultaneous patients in large scale emergency environments.

Burn Center offers three educational components to teach the skills needed to treat victims. The first component requires the player to make quick decisions at the disaster site regarding initial medical care and then triage patients to the appropriate medical facility. The next interactive element focuses on in-hospital care, where players treat patients over a 36 hour period. The final component includes multimedia lectures from leading medical professional around the country.

Burn Center is current available online for doctors and nurses within the state of Florida. A global online version is planned for early 2009 allowing medical professionals around the world continuing education and training credits.

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About 360Ed, Inc.

360Ed is committed to providing compelling and effective learning tools that incorporate modern educational theories while harnessing the polish and engagement of the best entertainment media. Based in Orlando, 360Ed, Inc. was formed in 2006 to develop content, delivery systems and marketing for online education products. The founders of 360Ed bring with them years of experience in the development of software products and solutions from such companies as Electronic Arts, Microsoft and IBM.