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FOR IMMEDIATE RELEASE

New Videogame Designed to Boost Forklift Safety

PITTSBURGH, PENNSYLVANIA – OCTOBER 7, 2008 – Etcetera Edutainment announces NSC Safetyworks™ Lift Truck, a 3D game-based training simulation designed to improve the effectiveness of forklift safety training by making it an immersive experience. The product launched at the 2008 National Safety Council Congress and Expo and is now available for pre-order. The product will ship at the end of October.

NSC Safetyworks Lift Truck combines Etcetera Edutainment's leading-edge videogame technology and game design techniques with OSHA forklift safety regulations to deliver a revolutionary, highly-engaging forklift safety training experience suitable for new or experienced forklift operators.

"Improving safety is now a key objective at the executive level of many companies," says Jessica Trybus, CEO and President of Etcetera Edutainment. "Our unique approach to reinforcing best safety practices helps companies achieve their safety objectives and rely less on on-the-job-training as the sole means of applying what has been learned in traditional classroom and online settings. Our lift truck safety product is the first in a series of industrial safety products that leverage videogame technology and design to increase retention of safety concepts and decrease risk of accidents and mishaps in the workplace."

NSC Safetyworks Lift Truck allows trainees to drive in a virtual warehouse environment, guided by a series of task-based practice lessons focused on key forklift safety concepts. With each lesson trainees immediately apply what they have learned as they execute everyday tasks and respond to commonplace obstacles and conditions. Drivers receive feedback on their actions in real-time, thereby increasing their awareness of personal performance compared to best safety practices. This real-time feedback loop is powerful and is a key to the game's effectiveness in increasing safety awareness. After completing the practice lessons, the driver goes on to complete a cumulative final exam where their safety performance is tracked and recorded; qualified trainees receive an NSC training certificate.

"My team tested the Beta version of Etcetera's game-based forklift safety product," said Jamie Carnevale Mackay, Alcoa, Environmental Health and Safety Manager. "The software allows trainees to learn, practice and test their forklift safety knowledge, proving competence in safety principles before going back out on the loading dock floor. I think the program is very engaging,

easy to use, and is divided into manageable lessons. I look forward to playing the final product.”

Etcetera Edutainment developed NSC Safetyworks Lift Truck as an innovative and cost-effective complement to traditional forklift safety training. The training videogame is intended for a broad audience and is designed to run on commonly available PC configurations; no special hardware is required.

Trainees control the game using a standard keyboard. Optionally, an off-the-shelf steering wheel may be purchased independently to create an even more realistic experience.

Pricing and Availability

NSC Safetyworks™ Lift Truck is distributed through the National Safety Council. View product information at www.nsc.org/osh/products/safetyworks.aspx and pre-order by phone at (800-621-7619) or on the web at <http://shop.nsc.org/NSC-Safetyworks-Lift-Truck-1-10-Users-P2156.aspx>

About Etcetera Edutainment

Etcetera Edutainment is a leader in developing 3D games and simulation products for industrial and workplace safety. Etcetera Edutainment’s proprietary game engine, Crucible®, in combination with extensive experience in game and instructional design, is the foundation of powerful simulation products for safety training to increase knowledge retention and decrease the risk of accidents and mishaps in the workplace. More information can be found at www.etceteraedutainment.com.

Etcetera is closely allied with Carnegie Mellon University's Entertainment Technology Center (ETC), a world renowned program for the development of interactive entertainment and education technologies that combine computer sciences, graphics and research and development.