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**ETCETERA EDUTAINMENT GAINS CHIEF ADVISOR, INVESTMENT**  
*Bill Newlin Looking to Grow Virtual Gaming Etcetera Edutainment*

**PITTSBURGH - March 12, 2008** - Jessica Trybus, founder and CEO of Etcetera Edutainment (ETC), leaders in virtual game training and educational operations, announced today that Bill Newlin has joined the company as its Principal Strategic Advisor, a member of its Board of Directors and a stockholder. In addition, Newlin Investment Company has committed investment into ETC.

“Bill brings unsurpassed experience, vision and the right personality for success. It's a tremendous opportunity to work with him and we are excited to have him on the team,” said Ms. Trybus.

Bill Newlin, among other things, was one of the founders of the Pittsburgh Technology Council, a partner of the CEO Venture Funds and has been an active private investor and director of over 15 companies (including most recently Plextronics). He formed Newlin Investment Company in 2007 to focus on building companies, including early stage.

Bill Newlin stated that he chose ETC because of the leadership of Jessica Trybus, the team at the company and the extremely broad market offered by simulated training through game technology.

ETC has funded itself since its inception in 2005 from product sales. Newlin Investment Company's commitment represents over 50 percent of the convertible note financing being used to finance additional product development and increased sales. Ms. Trybus said that no institutional financing round would be required until the company gets through its current growth stage.

**About Etcetera Edutainment**

Closely allied with Carnegie Mellon University's Entertainment Technology Center, a world leader in engaging computer-based education, Etcetera builds on the latest technological advances and delivers virtual safety training products. Customers benefit from the most realistic, effective technologies that provide state-of-the-art safety training experiences with unparalleled effectiveness. More information can be found at [www.etceteraedutainment.com](http://www.etceteraedutainment.com).

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