



Contact:
Etcetera Edutainment, Inc.
Courtney Francis
cfrancis@etceteraedutainment.com
412-393-7652

SOFTWARE VETERAN EXPANDS ETCETERA EDUTAINMENT MANAGEMENT

PITTSBURGH – June 5, 2008 - Jessica Trybus, CEO of Etcetera Edutainment (EE), leaders in virtual game training and interactive educational experiences, announced today that Beth Friel has joined the company as its Chief Operations Officer.

“Beth brings management experience and an understanding about how to build a software company, and she certainly fits well with our team,” said Ms. Trybus.

Friel comes to EE with over 20 years of leadership experience in the software industry. Prior to joining EE, Beth served as COO of MAYA Viz, a leader in visualization software and over 11 years involved with software consulting at Arthur Andersen and Andersen Consulting (now Accenture).

Friel stated that she chose EE because there is a vision both for the technology and the organization that is well thought out and exciting. There is also a culture at Etcetera of deep respect for people and for creativity that makes it a great place to work.

EE was founded in 2005 and is currently developing computer-based safety training and educational products for manufacturing, utilities and healthcare industries.

Ms. Trybus said that the company plans to expand significantly within the next year.

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.

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