

FOR IMMEDIATE RELEASE

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Skydive Into The Digital Age

Reno, Nevada (USA) February 9, 2009. E-FLI, the world's first customizable e-learning platform for skydivers will launch at the PIA Symposium in Reno, Nevada, USA.

E-FLI is a new generation, feature rich e-learning platform designed to help skydiving schools create online learning communities with opportunities for rich instructor/ student interaction.

The multilingual platform offers a wide range of features including content customization, user management, an internal messaging system, progress tracking and more, all from one central location. The intuitive control panel allows schools to customize lesson content for three types of student: AFF, SL and IAD. They can upload an aerial image of their drop zone, create custom flight patterns, select their aircraft model and use the innovative Dive Planner to map out each jump.

E-FLI works efficiently in conjunction with skydiving instructors to combine the best of traditional teaching with modern e-learning. A variety of media has been used to aid instructors in the classroom and help students learn in their own time.

If integrated into the student course fees, E-FLI effectively costs the school nothing. There are no set-up fees or hosting fees. Credits are E-FLI's very own currency and can be purchased online for as little as USD24.99 per student.

Creator of E-FLI and experienced skydiver, Holly Budge, has worked in the skydiving industry for over nine years. She has worked in collaboration with skydiving experts to produce E-FLI.

Geoff Mundy, Director of Student Training for the New Zealand Parachute Industry Association, with 17+ years teaching experience and over 17,000 jumps says E-FLI is, “the best learning platform for modern skydiving I have found.”

Mike McGrath, CEO of RealXstream said: "Any drop zone serious about increasing their retention rate and providing the best possible learning opportunities for their students should take a good look at how E-FLI can help them achieve these goals.”

Holly Budge, award-winning designer, says: “E-FLI is a model that skydiving schools can tailor to their specific way of teaching. I’m really excited about the future of E-FLI and how it can enhance skydiving tuition around the world.”

For more information about E-FLI or to see a demo, visit the website:

www.e-fli.com

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