

FOR IMMEDIATE RELEASE

March 2, 2009



Skydive into the Digital Age

E-FLI Successfully Launches New Concept in Skydiving Training at PIA Symposium 2009

Bristol, UK, 2nd March, 2009 – E-FLI, the world’s first online training application for skydivers, made a big impact at the International Parachute Industry Association (PIA) Symposium, Reno, Nevada.

Holly Budge, Creative Director of Hip Joint Media (www.hipjointmedia.com), presented her cutting edge e-learning platform for skydiving schools to more than 1200 attendees from the skydiving community at the international symposium from February 9 - 13, 2009.

Endorsed by Geoff Mundy, Director of Student Training for the New Zealand Parachute Industry Association, with 17+ years teaching experience and over 17,000 jumps, as “the best learning platform for modern skydiving I have found,” the programme received an enthusiastic response from dropzone owners, instructors and skydivers alike.

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. Available online, dropzones can sign up to E-FLI for as little as \$24.99 per student, with no set up or hosting fees.

Scott McEown, from the Canadian Sport Parachuting Association (CSPA), said: “One of the coolest learning tools was presented by E-FLI, a complete e-learning solution for

skydivers, including personal student accounts, progress tracking, dive planning, canopy flight management, and more.”

Doug Scott, of Chicagoland Skydiving Center, who is now using E-FLI, describes it as, "The best online training program in the industry." www.skydivesc.com/firsttime/aff_solo_skydiving.php

Mike McGrath, CEO of RealXstream.com 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.”

E-FLI also received strong interest from other organizations looking for a fully customized solution for specialized purposes.

Holly says: “I have been working on E-FLI for the last five years and it is a constantly evolving programme, built on feedback from skydiving schools, instructors and students.

I am delighted with the very positive response it received at the PIA. It will continue to grow and expand into new areas.”

Demo E-FLI or sign up online at www.e-fli.com

Ends

Notes for Editors:

To see a demo version of E-FLI, visit the website www.e-fli.com and click on the DEMO tab. For a full demo version of E-FLI for review purposes, please contact Rebecca McIlhone (details below).

About E-FLI

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 & IAD. They can upload an aerial image of their dropzone and create custom flight patterns, select their aircraft model and set the visual theme with their company colours and logo.

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.

About Holly Budge

Creator of E-FLI and world record skydiver Holly Budge has worked in the skydiving industry for over nine years. In October 2008, Holly became the first woman to skydive in front of Mount Everest, a feat which attracted worldwide media coverage, including interviews with BBC Breakfast and NBC.

More information

For further information, images or interviews, please contact Rebecca McIlhone, PR and Marketing Manager, Hip Joint Media, The Paintworks, Studio 5.11, Bath Road, Bristol, BS4 3EH, Tel: +44 (0)117 9720273, email: rebecca@hipjointmedia.com