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FOR IMMEDIATE RELEASE

Prendismo Receives Grants for Growth Award

March 21, 2011--- Prendismo, which develops novel technology to capture and share business insight and knowledge, has received a grant as part of the Grants for Growth program supported by the CenterState Corporation for Economic Opportunity (CEO) in Syracuse, NY.

Funding from Grants for Growth will provide Prendismo with additional capital needed to develop and launch a new product, BackChannel-MD™. BackChannel-MD™ will improve medical education by enabling doctors to easily build online clinical case studies with relevant digital video and image files (i.e. sonograms, X-Rays, MRIs, etc). These case studies can be shared with other doctors, medical departments and institutions around the globe. BackChannel-MD™, will allow vital teaching moments to be captured and used for generations of medical education as well as provide an active platform to improve patient diagnosis and treatment.

“Applying Prendismo’s technology to the critical process of educational, clinical and peer assessment will provide a new resource to historic methods within the medical community”, said Kirsten Barker, President of Prendismo, “and securing outside funding through the competitive process of Grants for Growth further demonstrates interest in BackChannel-MD™.” The initial cases included in this platform will be contributed by multiple academic medical institutions including SUNY Upstate Medical University in Syracuse, NY, as well as, Duke University Medical Center in Durham, NC.

About Prendismo

Prendismo is home to the world's premiere collection of digital video content on business, leadership and entrepreneurship. Founded in July 2008, Prendismo has developed innovative and provocative ways to share an extensive collection of business insight.

The company’s digital video platform, products, and services have set new standards for producing and delivering content that inspires and educates people anywhere, anytime. The company also provides an innovative knowledge management tool for businesses that wish to capture the real stories of their executives and employees and share this wisdom across the organization.

For more information about BackChannel, MD or the company, visit www.prendismo.com.