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FOR IMMEDIATE RELEASE

Prendismo Partners with the National Association for Community College Entrepreneurship (NACCE)

Ithaca, NY – October 4, 2011 – Prendismo, which develops novel technology to capture and share business insight and knowledge, has formed a partnership with the National Association for Community College Entrepreneurship (NACCE). Through the new collaboration, NACCE member schools can receive deep discounts on subscriptions to the Prendismo Collection: a library of over 15,000 video clips on leadership, entrepreneurship, and business.

“We’re thrilled to team with NACCE,” commented Kirsten Barker, President of Prendismo. “Community Colleges are at the forefront of entrepreneurship education, and NACCE member schools are producing the next generation of small business owners.”

Prendismo has previously worked with Community Colleges through the Goldman Sachs 10,000 Small Businesses Initiative, providing the rich media (audio and video) component of the curriculum to Community Colleges educating the program’s budding entrepreneurs.

“Prendismo is a natural partner for us,” noted Michael Chnyk, Director of Marketing at NACCE. “The Prendismo Collection will be a great asset for faculty to enhance their lectures and for students to gain real-world knowledge from leading entrepreneurs.”

NACCE members should visit <http://prendismo.com/collection/nacce/> for more information about the partnership.

About Prendismo

Prendismo provides innovative platforms that use digital media to deliver knowledge management solutions to businesses seeking to capture and share wisdom. Founded in July 2008, Prendismo's first product was the world's premiere collection of digital video content on business, leadership and entrepreneurship. With over 15,000 video clips, Prendismo has set new standards for producing and delivering content that inspires and educates people anywhere, anytime. Prendismo's BackChannel platform extends that initial offering into a broader knowledge management solution that enables companies and hospitals to share their own wisdom across the organization. (<http://www.prendismo.com>)

About NACCE

NACCE fosters economic development by serving as the hub for the dissemination and integration of knowledge and successful practices regarding entrepreneurship education and student business incubation. As a membership association, NACCE helps community colleges nationwide link their traditional role of workforce development with entrepreneurial development. The result is innovation programs and courses that advance economic growth and prosperity in the communities served by the colleges. (<http://www.nacce.com>)