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CONTACT:
Etcetera Edutainment, Inc.
Courtney Francis
cfrancis@EtceteraEdutainment.com
412-393-7652

Etcetera Edutainment's Jessica Trybus Named Entrepreneur of the Year

PITTSBURGH, PENNSYLVANIA – June 24 2009 – Global consulting firm Ernst & Young has named Etcetera Edutainment Founder and CEO Jessica Trybus as 2009 Regional Entrepreneur of the Year in the Education category. The prestigious, annual awards program recognizes entrepreneurial success and innovation across many regions and industry sectors.

Trybus founded Etcetera Edutainment in 2005 to revolutionize the way training and learning is done, especially in the area of Industrial Safety. Etcetera develops immersive, computer-based safety training games and simulations that significantly increase the retention of safety concepts and best practices – realistic virtual environments where workers practice potentially dangerous job tasks and develop disciplined safety habits without the risks associated with real-world settings.

An independent judging panel chose Trybus from a field of leading education and training innovators in Western Pennsylvania, West Virginia and upstate New York. Award recipients are leaders of high-growth, market-leading companies who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities.

“At Etcetera, we are passionate about improving workplace safety, and believe that interactive game-based training is the key to more effective learning and retention for all ages – especially the incoming generation of workers,” said Trybus. “It’s an honor to be recognized for our work.”

Trybus and award recipients in other categories were celebrated Friday, June 19 at the Entrepreneur of the Year dinner in Pittsburgh’s Carnegie Music Hall. As regional winner, Trybus is now eligible for the 2009 National Entrepreneur Of The Year awards program.

About Etcetera Edutainment

Etcetera Edutainment (www.EtceteraEdutainment.com) is a leader in developing games and simulation products for immersive industrial safety and product training

experiences. Etcetera Edutainment's proprietary technologies combined with expertise in game development and design are the foundation of powerful and immersive simulation and game-based products that contribute to retention of content, message and brand.

Etcetera is closely allied with Carnegie Mellon University's Entertainment Technology Center (ETC), a world renowned program for the development of interactive entertainment and education technologies that combine computer sciences, graphics, and research and development.

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