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PIXELearning sees three-fold increase in 'Serious Game' revenues

**Coventry, UK-based Serious Games developer PIXELearning has reported a nearly threefold increase in annual revenues for the period 2006/07 compared to the previous trading year. Furthermore with significant orders already confirmed, and the frequency of enquiries growing daily, the company predicts a similar rate of growth in the current fiscal year.**

PIXELearning is a privately-held provider of games and simulation-based learning services, products and tools and specializes in business education and vocational and management skills development. The company reported that it has seen a significant uplift in both service-based and product sales in the UK, Europe and, in particular, in North America.

CEO, Kevin Corti commented; "We came out of a R&D-focussed period at the beginning of 2006 and immediately started to see an upsurge in sales enquiries from large corporate and public sector organisations. This led to several new projects being closed in late 2006 including large projects with two very well known US financial services companies".

PIXELearning has also undertaken work, in the UK for, amongst others, Coca Cola, Retail Skillsmart and 3M and its list of potential clients include many FTSE and Fortune size companies. Much of this demand will be met, expanding its portfolio of online games-based training products.

Corti added; "The thing that excites me is that we are now seeing tangible interest from large organisations for game and simulation-based learning solutions. We no longer need to educate what games-based learning is about...they've got that already. We are also seeing a lot of activity from training partners, who want to adopt Pixels technology platforms as an integral part of their offering to end customers.

The company is currently seeking significant private equity funding to help it to realise its objectives of delivering easy-to-use simulation authoring tools for non-technical learning professionals and in order to grow its sales in several key territories and vertical markets.

Organisations such as ANGILS ([www.angils.org](http://www.angils.org)) , partners such as The Serious Games Institute at Coventry University and support from various public sector bodies is seen by PIXELearning and other UK-based serious games companies as further indications of the potential of the market sector. “Whilst we need to keep our feet on the ground, I’m convinced that we’re going to see this space grow very quickly over the course of the next few years”, said Corti.

ENDS

**For immediate release**

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For more information about PIXELearning please visit [www.pixelearning.com](http://www.pixelearning.com)