

**NEWS**

FOR IMMEDIATE RELEASE

**“Will it Fly?” Now Answered on Your Mobile Phone****EduCel launches WAP interface for growing user base at Willitfly.com**

EMERYVILLE, CA, February 27/PRNewswire/ -- EduCel, LLC, a pioneer and a leader in technology that accelerates learning and supports performance at the time of need, today announced the launch of its mobile interface for Willitfly.com.

Small-to-Medium Business (SMB) professionals actively looking to increase the odds of success in their favor now have a more efficient option to locate, understand and apply best practices for important business tasks -- any time, any place.

“It’s all about the utility of knowledge,” says Evan Berglund, CEO of EduCel and Willitfly.com. “High stakes negotiations, a thorny audit, or in the field disciplining an employee -- whatever important business tasks our users are involved in, wherever they might be, the mobile interface at Willitfly.com now makes it even easier to get the upper hand, on demand.”

Based on the cognitive sciences and the methodology used by experts for their own prep, the core technology on Willitfly.com (the Will-it-Fly?® Dynamic Knowledge Transfer System) was developed to speed up the process of understanding and fill knowledge gaps in real-time, without the slowdown and frustration that comes with having to go through extraneous material.

“The old model of, A) learning, B) remembering and C) applying is no longer competitive in the business world,” says Berglund. “Now the game is to ‘locate, understand, and apply’ – all at the same time – regardless of physical location.”

By focusing on the utility of knowledge to help SMB professionals avoid the failure that frequently accompanies new undertakings, Willitfly.com has experienced significant growth in its user base since the site launched in June of 2006. “The mobile interface is the logical next step in our continuing efforts to shift the focus from sifting, surfing and having to guess at the validity of information, onto dynamic technology that supports discovery and understanding at the time of need,” says Berglund.

In tests and real-world use, the Will-it-Fly?® DKTS (Dynamic Knowledge Transfer System) technology is consistently rated by users as easier to use and more useful than other knowledge transfer tools, such as articles, manuals and tutorials.

Now, with more than 7,200 cognitive prompts (diagnostic questions) and 1,250+ educational briefs covering major tasks in the categories of Accounting, Entrepreneurship, Finance, Human Resources, Insurance, Legal, Marketing, Operations, and Product available on mobile devices, Willitfly.com offers an unparalleled service to entrepreneurs and SMB executives on the go.

About EduCel

**EduCel** \e-j&-'sel: *education* as in the true meaning of the word, as in to educe or bring out from within, *celerity* as in speed, or rapidity of motion or action.

EduCel LLC, a privately held California corporation, is a pioneer and a leader in technology that accelerates learning and supports performance at the time of need.

For more information, please go to [www.educel.com](http://www.educel.com) and [www.willitfly.com](http://www.willitfly.com).

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