



For Immediate Release: Attention Technology/Education Editor

November 1, 2011

idoodlesoftware inc. Partners With Columbus Communications Inc. to Architect A Digital Learning Strategy With Caribbean Governments

Innovative Companies and Governments Come Together to Develop World Class Digital Education Plan to Propel the Islands to the Head of the Class.

Ottawa, Ontario – November 1, 2011 – idoodlesoftware inc., an education software company offering innovative solutions to bridge the gap between traditional and digital learning, announced that it has partnered with Columbus Communications Inc to facilitate a world class eLearning strategy which will position the Caribbean region as the epicenter of digital learning.

Since its inception, idoodlesoftware has strived to revolutionize the way digital learning has been delivered to students globally. With the addition of strategic partnerships and intellectual property, idoodlesoftware is constantly designing and redesigning the way education should be delivered. idoodlesoftware will bring its experienced team together with those of Columbus Communications and education leaders from several Caribbean countries to build a education strategy for the more than four million primary and secondary students in the region.

Columbus Communications which operates in 22 countries and carries over 60% of all internet traffic in the Caribbean, has transformed the telecommunications industry over the last seven years by offering high quality, cutting-edge products and services throughout the islands to not only homes and offices but to educational institutions as well.

“This ground breaking partnership is a truly international operation and idoodlesoftware is honoured to be working with Columbus Communications and the governments of several Caribbean islands to design and implement what will amount to be a revolutionary strategy for education in the region,” said Robert Sowah, Chief Executive Officer of idoodlesoftware inc. “Columbus’ commitment to the Caribbean and the advancement of the youth of the region is without equal and this is the sort of partner any company would be proud to work along side with when designing such an important initiative.”

“Columbus Communications’ commitment to education has been a corner stone of our community-based business plan for several years and this partnership with idoodlesoftware once again

reinforces our pledge to the schools, teachers, students and parents of the Caribbean that we are focused on state-of-the-art education for the young people of the region” said Rhea Yaw Ching, Corporate Vice President of Sales and Marketing for Columbus Communications. “We are excited to be working with the team from idoodlesoftware because their innovative approach, design and delivery of digital learning content truly sets them apart and this is exactly what we need in the Caribbean to make sure our children have the best possible opportunities for the future.”

idoodlesoftware and Columbus Communications will be embarking on a series discussions in numerous countries with Ministers of Education, Technology and Economic Development and other education stakeholders to develop and facilitate local and Caribbean wide digital learning strategies.

-30-

This release includes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties including, but not limited to, the impact of competitive products, the ability to meet customer demand, the ability to manage growth, acquisitions of technology, equipment, or human resources, the effect of economic and business conditions, and the ability to attract and retain skilled personnel. The Company is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

About idoodlesoftware inc.

idoodlesoftware, Inc. is an education software company out to bridge the gap between traditional and digital learning. Founded in October 2008, the company is based in Ottawa, Ontario, Canada and London, England. The idoodlesoftware portfolio of educational software, which is installed in over 8,000 schools representing 4,000,000 students, advances core curriculum studies in both primary and secondary schools by focusing on STEM, literacy, history, social science. For more information please go to www.idoodlesoftware.com, or follow idoodlesoftware at <http://facebook.com/idoodlesoftware> and <http://twitter.com/idoodlesoftware>.

About Columbus Communications Inc.

Columbus International Inc. is a Barbados-based diversified telecommunications company whose core operating business is providing advanced cable television services, high speed internet access, digital telephony and internet infrastructure services, currently in Trinidad, Jamaica, Grenada and Curacao. In addition, its wholly-owned subsidiary, Columbus Networks, owns and operates an extensive 14,000+ kilometer undersea and 6,000+ kilometer terrestrial fiber optic cable network positioning Columbus as the leading provider of advanced, point-to-point, clear channel wholesale broadband capacity services and Internet Protocol (“IP”) services to telecommunications carriers, Internet Service Providers and large corporations operating in 22 countries and territories in the Caribbean and Latin America region.