



BUBLISH AND EDMODO PROVIDE STUDENTS LIVE CONNECTION WITH AUTHORS AROUND THE WORLD

Partnership reinvigorates the literature learning experience

CHARLESTON, SC & SAN MATEO, CA — March 31, 2015 —The award-winning publishing technology platform, Bublish, today announced a partnership with Edmodo, the leading K-12 social learning platform, to create Author Connect. This new app, which will be available this fall, reinvigorates the way literature is experienced in classrooms around the world. Offering educators and students a virtual interactive opportunity, Bublish's Author Connect app allows teachers to schedule live virtual classroom visits with authors. These events improve student understanding and appreciation of texts, while opening the students' minds to book publishing as both a creative outlet and a multi-faceted business. The author-classroom discussions take place on Edmodo where students are able to share their thoughts and ideas with their peers, teachers and the guest authors.

"Students have been highly engaged in each scheduled author event, learning about the craft and business of writing through real-time conversations with professional authors from around the world," said Kathy Meis, founder and CEO of Bublish. "By partnering with Edmodo to bring our technology and authors into the classroom, we've been able to enrich the students' learning environment with a powerful new experiential activity."

Earlier this year, the companies conducted their first pilot with several authors in a fifth-grade classroom at Charles Pinckney Elementary School in Mt. Pleasant, South Carolina, part of the Charleston County School District. Fifth grade language arts teacher Laura Murphy says, "These author events have changed the culture in our classroom. Not only are my students learning about how authors construct characters, plots and settings, they are also exposed to different countries and cultures. We've live chatted with authors from South Africa, the UK and Canada. My students have been inspired and are sharing more of their creative writing with the authors and each other. Time devoted to author events is the highlight of our day!"

"Learning is about being inspired in different ways, whether it's through the discovery of new content or through social connections," said Manish Kothari, General Manager of Platform at Edmodo. "Through Bublish's Author Connect app, we're introducing a collaborative environment for students to interact with and learn from great authors, and we're excited to see the various ways this will positively impact student learning."

Bublish's Author Connect app is scheduled to launch in fall 2015. The app will be available in the Edmodo Store this fall. Contact Bublish to learn more about this program or for information on participation. Visit bublish.com/blog/media/ for additional information, such as video, photos, FAQ, quotes and much more.

About Bublish

Bublish is a publishing technology company that offers cloud-based tools, metrics and resources to equip today's business-savvy authors for success. An innovative, award-winning platform, Bublish empowers "authorpreneurs" by providing a complete social marketing and digital publishing solution. Launched at Book Expo America in June of 2012, Bublish is changing the way writers share their stories and reach their readers. Thousands of authors around the world are use Bublish to promote their work and build their brand. www.bublish.com Follow us: @BublishMe, [facebook.com/bublishme](https://www.facebook.com/bublishme), [pinterest.com/bublish](https://www.pinterest.com/bublish), [bublishme.tumblr.com](https://www.bublishme.tumblr.com) and bit.ly/BublishGoogle.

About Edmodo

Edmodo's mission is to connect all learners with the people and resources they need to reach their full potential. On Edmodo, teachers are at the center of a dynamic and engaging network that connects them to students, parents and administrators, and surfaces the world's best resources and formative assessment tools that contribute to better learning outcomes. Founded in 2008 and used by 93 of the top 100 U.S. school districts, Edmodo was designed to protect the privacy and security of students and teachers by providing a closed, private platform in which they can collaborate, share content, and leverage educational apps to augment in-classroom learning. These powerful capabilities enable teachers to personalize learning for every student. The company is headquartered in San Mateo, Calif. Learn more at www.edmodo.com.

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Media Contacts:

Joy Capps
Bublish
joy@bublish.com
843.730.3857

Mariana Kosturos
Edmodo
mariana@edmodo.com
650.513.2735