



GKE USA MARCH, 2004 ANNOUNCEMENT

GKE USA AND JERSEY COW SOFTWARE ANNOUNCE A STRATEGIC ALLIANCE

GKE USA and Jersey Cow Software, Franklin Park, NJ, announce a strategic alignment for the prototype development of "the first node in a global network of online learning communities" designed specifically to support professional development in China.

Wayne, New Jersey (PRWEB) March 19, 2004--GKE USA, a global education company, announces that it has established a strategic alignment with Jersey Cow Software, a New Jersey-based company that produces learning games, software and online learning communities. Jersey Cow Software was selected based upon CEO Robert Wickenden's award-winning, visionary approaches to gaming and web-based learning communities and Jersey Cow Software's award-winning development of over 190 products.

GKE needed a web-based, professional development design capable of supporting GKE's "Learner as Hero" pedagogies embedded in the GKE Innovative Learning System. An earlier agreement with Peking University's noted Allied Elementary School, GKE USA, and GKE Beijing 2 established an active research and development process to document international yet localized, 21st century pedagogy for young learners. Jersey Cow Software's contribution is designed to add strategic advantages to GKE's innovation-based, "empowered-learner" approach through experimental game-based learning and the scalability of global, game-based learning communities resulting in:

- high quality professional development and support of fresh pedagogies focused on innovation, creativity, leadership, global, and project-based achievement
- opportunities for user-directed investigations of learning problems
- technology-assisted learning and management efficiencies and customizations
- game-based learning development



Agreement has been reached to test the initial prototype developed by Jersey Cow® for GKE USA at Peking University's Allied Elementary School and other international sites in America and Taiwan. Classroom educators and empowered learners will be involved directly in web-based project interactions and in learner-centric research and development strategies.



The GKE/Jersey Cow prototype will integrate additional features of GKE's OnLine Educator's Toolbox including the GKE Innovation Café, a multidisciplinary, student models, online magazine Throughout the two volumes of the Café currently published,, special icons placed in individual, published student models are linked to a screen indicating units in China's National Primary School English Language Textbook Series edited by Dr. Wenfang Fan of Tsinghua University and published by Tsinghua University Press. Other on-line features of the GKE Educator's Toolbox include GKE INCITE, an audio interview magazine, and the GKE Student Art VIRTUAL MUSEUM.

In 2003, GKE USA established a new GKE Beijing 2 office, alliances with AESPU, and the development of a GKE Innovative Learning Center integrated into the campus of AESPU. For the September 2003-2004 school year, a GKE Innovative Learning Center is in place. Additionally, as part of a Peking University Allied Elementary School 2004 building plan, development of new facilities for the GKE Global Innovative Learning Center are underway.

GKE USA:



GKE™ -- THE HUMAN KNOWLEDGE NETWORK: A GLOBAL SYSTEM OF UNLIMITED POSSIBILITIES -- GKE is a global education corporation that utilizes a worldwide business alliance approach aligned with its GKE Innovative Learning system to provide multidisciplinary, multicultural strategies with creative, Information Age priorities. GKE interactions create and implement customized processes of systemic, innovative educational design, 21st century skills-oriented pedagogies, and a GEM (Global Education Model) education industry alliance business model.

Dedicated support comes from GKE USA's executive team headed by GKE USA CEO and Founder, James Chang, who also is President of the GKE Foundation, CEO and Founder of the American-based COMWEB Technology Group, Board of Trustees member of CODE, a consortium of over 30 American community colleges, and Board member of Global Learning Network based in Mohlin, Switzerland; as well as from GKE Senior Executive Vice President, Florence McGinn, who is the United States National Tech&Learning Teacher of the Year 1998, former United States Commissioner on Web-based Education in the Clinton administration, recipient of many awards including Princeton University Distinguished Secondary School Educator, numerous Best Educational Practices awards, National Association of School Curriculum Development award, recipient of grant support from agencies such as AT&T, Lucent Technology, Johnson & Johnson, Microsoft, US Department of Education, Macromedia, and recipient of international recognition from Singapore, Korea, Japan, and Australia.

For further information contact

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JERSEY COW SOFTWARE



Jersey Cow® Jersey Cow® is a technology consulting and development company helping businesses and organizations design, build and manage enterprise-scale learning environments, web communities and CD-ROM based learning products. Jersey Cow works with clients, ranging from traditional educational publishers to entertainment media companies, who share a common trait. They recognize their need to embrace technology to help them deliver compelling learning experiences to motivated audiences Jersey Cow brings an approach to product development that marries a deep understanding of interactive gaming, learning and industry standard best practices for software engineering to focus on interactive technology-

assisted learning. The company has developed over 190 products for which it has received numerous awards and extraordinary critical acclaim. Clients include IBM, Nickelodeon/MTV Networks, Children's Television Network, Macmillan/McGraw-Hill, Holt, Rinehart and Winston, D. C. Heath and Company, Educational Testing Service, Henson Associates, Scholastic Inc., Kaplan Inc., Highlights for Children, and many others.

Jersey Cow is headed by Mr. Robert Wickenden, one of the original founders. Mr. Wickenden has been designing educational software for over 20 years. He designed the award winning language adventure game "Who Is Oscar Lake?", named as one of the "Best CD-ROMS of 1996" by PC World magazine (Dec 1996). He is one of the principal design contributors to highlightskids.com, a children's web community developed in collaboration with Highlights for Children, a site that won a Global Learning Initiative "Honorable Mention" at the 2003 Bologna Children's book Fair. Mr. Wickenden was an associate member of the fine art faculty at Rutgers University until he left to start COW. He is a Member of the Board of Directors of the Association of Educational Publishers. He received his BA from the University of Vermont and his Master of Fine Arts from Rutgers University.

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GKE BEIJING II:

GKE Beijing II opened its offices adjacent to Peking University in the Spring of 2003. That facility manages the GKE Global Innovation Center in Beijing, oversees the GKE China Membership Alliance Services in China, collaborates in an education industry partnership relationship with AESPU.

The COO of GKE Beijing 2 is Jianwei Cao, former Director of the Board of Tianlong Share Holding Company, that was included in the first group of companies that listed on China's stock exchange.

ALLIED ELEMENTARY SCHOOL OF PEKING UNIVERSITY:

The primary school attached to Peking University was founded in 1906 and designated as a National Key Primary School in 1952. Covering an area of 24,800 square meters, Peking University Allied Elementary School is regarded as a "garden of learning" for its almost 2000 students. This award-winning elementary school serves as a core, representative model school for the GKE China Membership Alliance. The Peking University Allied Elementary School is a national model, and it has won Model Primary School and Advanced Primary School awards.