

10 July 2013

Level 1
61 Spring Street
Melbourne Vic 3000 Australia

ASX/Media Release (ASX:ESN)

T: +61 (0)3 9286 7500
F: +61 (0)3 9662 1472
info@entellect.com.au
www.entellect.com.au
ABN 41 009 221 783

Upgrade Release of KNeoWORLD and launch of US PTA National Sales Initiative

- **Upgrade Release of KNeoWORLD and launch of US PTA National Sales Initiative**
- **Development of Android and iTunes Apps**
- **New Branding & Subsidiary Names**
- **New San Francisco Premises**
- **FY 2013 in Summary**
- **Shareholder Newsletter**

New Release of KNeoWORLD

Entellect Limited (**ESN** or the **Company**) is pleased to announce that an upgraded version of its online educational games portal, www.KNeoWORLD.com, is being released today. The release contains a major update of content and player interaction which allows kids to individually create their 'world' where they can choose a career and earn their way playing smarter games, buy a pet, unlock a quest, earn badges, post their ranking on the leader-board and invite their friends. It is anticipated these new enhancements and content will result in greater take up and subscription participation levels.

The new content is a credit to our San Francisco team and our leading US games consulting designer Noah Falstein. Noah has had a long and very successful career in the games and entertainment industries and it is therefore not surprising that, while continuing to work with us, he was recently appointed Chief Games Designer at Google.

Launch of US PTA National Sales Initiative

To coincide with the new release of KNeoWORLD the Company is excited to announce the launch of its USA Parent Teacher Association (**PTA**) fund raising initiative, PTA.KNeoWORLD.com, timed for the US summer commencement of the new scholastic year. The initiative is a collaboration with the USA National PTA organisation which we expect will facilitate our access to at least 50,000 elementary and middle schools and 23 million students in our target market. The program is being run as a PTA fund raising initiative with a royalty paid to the individual school PTA for each subscription taken out by parents for their children. On very modest take up levels at the monthly \$5 subscription, or \$50 per annum, substantial net revenue will be earned.

PTA Organisers recognise the simplicity of the joint fund raising initiative and view it most favourably when comparing it to the traditional low margin, high involvement activities such as selling perishable items.

The PTA online portal will run parallel with our direct online consumer portal with both sharing the majority of content including the games library which is being continually expanded.

Development of Android and iTunes Apps

KNeoWORLD has been amassing games that are agnostic to all platforms and with the release of the new KNeoWORLD content, our developers are transcribing the portals to Android and iTunes Apps. The completion of this process has been timed to coincide with a major PTA marketing program at the start of the scholastic year in late July 2013.



Branding & Subsidiary Names

Under the Company's new branding strategy, Knowledge Nation will now be known as KNeoWORLD Pty Ltd in Australia and KNeoWORLD Inc. in the USA. The strategy has been designed to increase our marketing impact and the efficacy of marketing spend. The new company names now align with our main product portals www.KNeoWORLD.com and PTA.KNeoWORLD.com and our US corporate site will become www.KNeoWORLDinc.com.

Visitors to the sites will also see the influence of our new marketing direction which has been undertaken in conjunction with Melbourne based Savi communications. The clear and recurring messaging stands out and defines our products:

- **Tag Line** Design your Destiny. Play your future.
- **Slogan** The creators of tomorrow have everything to play for. Create it, share it, live it. Game on.
- **Support Message** KNeoWORLD is for the creators of tomorrow. Smarter games and a world with infinite possibilities. Choose a career, earn your way, shape your future. Earn badges, post your ranking on the leader-board. Invite your friends. Power up your imagination. Create it. Share it. Live it.

New San Francisco premises

The Company has completed the relocation of its San Francisco business to new premises. We are now located in an IT and Tech building at 795 Folsom Street in the South of Market area, 15 minutes' walk from the CBD. As a result we can now size our accommodation to our immediate and ongoing needs at much lower cost.

2013 in Summary

Over the course of FY 2013 the Company has continued to raise funds from new and existing shareholders. These funds have enabled our team to develop the exciting portals and marketing initiatives we have outlined above. The cost of this development prior to the commencement of the solid revenue streams in the coming year will be reflected in a net loss for the full not greatly different from the previous corresponding period.

Newsletter

We are also inviting shareholders and all stakeholders to subscribe to our Newsletter soon to be produced on a regular basis. If you would like to receive email communications from us please email news@entellect.com.au and include your email address in the subject line.

-Ends

For further information please contact:

James Kellett, Chief Executive Officer
Entellect Limited
 T: (03) 9286 7500 M: 0439 805 070
 E: james.kellett@entellect.com.au

Sophie Karzis, Company Secretary
Entellect Limited
 T: (03) 9286 7500
 E: sk@ccounsel.com.au

