

## **Quizam Media Corporation**

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## **National Academy of Older Canadians signs with Quizam for “Brain Workouts”**

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**May 24th , 2007 – Vancouver, BC – Quizam Media Corporation** is pleased to announce that the National Academy of Older Canadians (NAOC) has signed a deal to use Quizam as part of their computer training program. NAOC offers basic computer training at the downtown Vancouver headquarters, 411 Dunsmuir Street. The computer lab has just been updated with the most modern technology for a growing membership of 240 active members.

The Academy was founded in 1991 by Dr. James Thornton, Professor Emeritus of Education at UBC and a group of like-minded individuals who are all dedicated to the progressive learning, social growth and intellectual development of Older Canadians.

Helen St. Michel, treasurer of NAOC enthusiastically commented ‘Quizam gives the brain a workout! Quizam is perfect to design computer lessons for our seniors in the computer classes’.

Russ Rossi, CEO of Quizam commented, “We introduced Quizam to the K-12 market and are now expanding into the seniors market. Seniors want intellectual stimulation and it’s a healthy thing. Studies show that an active mind stays young.”

According to the American Association of Retired People more than 90% of adults older than the age 50 want to continue to learn to keep pace with the world .Learning is widely recognized as an important factor in keeping a person’s mind active and agile. Brain experts believe that active learning helps maintain brain health by preventing loss of brain functions and cognitive skills such as memory, reasoning and judgement. (AARP, 2000). Public Health Canada states in *Using Technology? Positively!* , “Older adults are the fastest growing group of computer buyers and internet users. In 1999, 25 percent of households headed by a person 55-64 years old use the internet from home. Canada’s population is aging rapidly, by 2031; seniors will make up 23% to 25%. The US Bureau of the Census, International Population Reports states in 2020, the proportion of the population 55 and older will double to 77 million.

### **About Quizam Media Corporation ([www.quizam.com](http://www.quizam.com))**

Quizam Media Corporation is currently growing sales of Quizam 3.0 Software, a compelling Computer-Based Assessment tool that utilizes time-tested quizzing methods to empower students to learn in an environment where their assessment is instantaneous and their learning curve is accelerated. Students that use Quizam learn faster and score higher.

Quizam's mission is to empower over a billion school-aged children and university students globally with relevant, effective and fun study aids.

*The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release. This news release may contain forward-looking statements including but not limited to comments regarding the timing and nature of potential acquisitions, joint ventures, partnerships, business dealings and financings, etc. Forward-looking statements address future events and conditions and therefore, involve inherent risks and uncertainties. Actual results may differ materially from those currently anticipated in such statements. Readers are cautioned not to place undue reliance on the forward-looking statements made in this Press Release.*