

**Quizam Media Corporation**  
PO Box 1052  
Suite 401, 885 West Georgia Street  
Vancouver, BC  
V6C 3E8

## **University of the Fraser Valley launches ontrackTV pilot**

TSX.V Trading Symbol: **QQ**  
Email: [ir@quizammedia.com](mailto:ir@quizammedia.com)  
[www.quizammedia.com](http://www.quizammedia.com)

Telephone: (604) 683-0020  
Facsimile: (604) 683-0646

**Jan 8<sup>th</sup>, 2015 Vancouver, BC – Quizam Media Corporation** (“the Company”) (TSX-V: QQ) is pleased to announce that the first university credit course integrating ontrackTV videos is launching on schedule Friday January 9th, 2015. Dr. Tracy Ryder Glass, UFV’s Dean of Professional Studies, and Cindy Stewart, Associate Professor in the School of Business, will join Vicki Asada and David Lee, Directors of Quizam Media Corporation, for the ribbon cutting ceremony to commemorate the kick-off. The launch party is scheduled for 8:30 am at Abbotsford Campus Library Centre, room CCL 106 located at 32355 Veterans Way, Abbotsford, BC, V2T 0B3.

Under the terms of the MOU signed April 2, 2014 (<http://blogs.ufv.ca/blog/2014/04/ufv-signs-mou-quizam-medias-ontrack-tv/>), the partnership formalized a path for developing UFV’s project plan to access and customize ontrackTV ([www.ontracktv.com](http://www.ontracktv.com)) content for labs, self-paced learning, and other purposes related to UFV credit and non-credit courses. The goal is for UFV to work with ontrackTV to help meet UFV’s strategic plan goals for online delivery, and the UFV School of Business, BUS 329 Brand Identity Management is the first course to pilot the blended learning delivery.

In this pilot, students will be required to attend 2 hour classes instead of 3 hours, where the third hour is allocated to assignments using ontrackTV videos and textbooks. The blended learning format shifts the learning of standard content (computer applications for applied branding) to the student, where video playlists and assignments are completed prior to the next lecture. This way the lecture is less delivery of content and more on focussed discussion, critical thinking and creativity for meeting the learning objectives.

Cindy Stewart, instructor commented, “The 2:1 hour class time split leverages excellent content that is already developed and available, so that more attention may be afforded to transformative higher level instruction and actualizing student potential, creating opportunities for self-expression, helping students make their mark and to change the world... The self-paced videos comprise 30 percent of the final grade...”

Russ Rossi, CEO observed, “This project is proof that UFV is truly a model university for the 21st century...experiential, hands-on, practical, accessible, and connected to industry. Quizam Media is a BUS329 corporate client as well, so the students have the opportunity to present project portfolios at the end-of-class presentation to Quizam Media HQ.”

David Lee, Director On-Track Corporate Training commented, “ students will be learning and using training videos in the same way ontrackTV corporate clients are by accessing computer application lessons on an as-needed basis, at any time, from any device.”

**About UFV:**

*Located in the beautiful Fraser Valley just east of Vancouver, British Columbia, Canada, the University of the Fraser Valley (UFV) is a fully accredited, public university that enrolls approximately 15,000 students per year. UFV has campuses and locations in Abbotsford, Chilliwack, Mission, Hope and Agassiz, and a growing presence in Chandigarh, India. UFV is recognized nationally for student success, an excellent learning environment, creative integration of programming, and our work with local communities.*

**About Quizam Media and ontrackTV**

*On-Track Corporate Training and ontrackTV are divisions of Quizam Media Corporation (<http://www.quizammedia.com/> stock symbol QQ-V), a Vancouver-based Canadian corporation listed on the TSX. . In 2010 they were named as one of the TSX Venture 50, a group of 50 companies the exchange had identified as leaders on Canada’s public venture market (<http://www.tmx.com/en/pdf/Venture50.pdf>).*

*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.*