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Web Courseworks Recognized At the 2011 International Serious Play Awards**

'Play True Challenge' for the World-Anti-Doping Agency- Awarded Silver Honor

MADISON, WI — August 26, 2011 — Madison, WI based **Web Courseworks** has been recognized in the **2011 International Serious Play Awards** for excellence in educational online game development. The award program receives submissions internationally from commercial organizations, seasoned and emerging development studios as well as students. Awards were presented at DigiPen Institute of Technology in Redmond, WA at the Serious Play Conference. Of the 20 awards given this year, Web Courseworks is the development firm behind two of the acclaimed serious games.

'Play True Challenge,' an online educational game developed for the World Anti-Doping Agency (WADA), challenges youth athletes around the world to be a generation that completely rejects doping in sporting activities. Play True Challenge was officially launched at the 2010 Youth Olympic Games in Singapore, as part of the Play True Generation program and has been adapted in 10 different languages including English, Spanish, French, Chinese, Arabic, Russian, German, Korean, Italian, and Japanese. The game is a combination of engaging fast-paced casual gaming with "choose your own adventure" scenarios, and youth-oriented realism. The objective is to encourage young athletes to learn about risks associated with doping, while offering enough intrinsic motivation to interest them in repeated plays of the game.

Web Courseworks has been proud to contribute to WADA's mission to provide a framework for young athletes and their coaches to be leaders in promoting and ensuring clean sport. To learn more and experience 'The PlayTrue Challenge' – visit www.webcourseworks.com and www.wada-ama.org

"WADA is very pleased with the recognition that Play True Challenge has received from the Serious Game Conference and the educational gaming community. We would like to thank Web Courseworks for working with us in the development of this interactive game and learning tool. Play True Challenge is a key tool in educating young athletes and young people in general around the world about the health, social and sport consequences of doping."

- Rob Koehler, Director Education and Program Development

'Play True Challenge' has been reviewed for Serious Play Certification, which assures that a serious game offers a high standard of performance. Certified games will be given Serious Play Certification and a 2011 Seal of Approval. Certification will be valid for three years.

About Web Courseworks Ltd.

Web Courseworks Ltd. has been transforming static lessons into engaging eLearning activities for over ten years. Web Courseworks is a full-service provider of solutions for electronic education, offering a learning management platform, a collaborative web-based ePublishing system, custom development of high-end games and simulations, and rapid development of tutorial-style asynchronous eCourses. The hosted learning management solution, CourseStage™ is targeted toward the specific need of non-profits and associations.

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For more information on Web Courseworks:

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