

MindGenius Partners with Douglas Stewart

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Mind-Mapping Specialist Hires Douglas Stewart to Drive Educational Adoption throughout EMEA

26th June 2009 MindGenius, the leading educational-mapping software developer announces its partnership with Douglas Stewart EDU, a specialist in selling products to education and charity markets.

The deal takes the highly-acclaimed MindGenius education V2 application into schools, further education, training and charity establishments across the whole of EMEA, except the UK.

Newly appointed commercial director for MindGenius Dustin Newport explains:

"The education sector is of huge importance to MindGenius so having Douglas Stewart on board is instrumental to our growth. MindGenius is already in 500 schools and a further 350 educational establishments across the UK; but with this announcement we hope to emulate this success across all EMEA regions. Douglas Stewart's experience in this area will help us expand our reach into Europe, Middle East and Africa. We are looking forward to working very closely with them as part of our extended sales team."

MindGenius is an education and business mapping application with rich process driven functionality that more closely reflects educational use and needs than other mind-mapping products in the market. Created and increasingly used to great effect by both teachers and students it is now seen by many as an invaluable learning tool.

Lori Mercier, Managing Director, Douglas Stewart EDU says: "We are confident that our partnership with MindGenius will be very successful. MindGenius have a fantastic product with a great reputation and we are confident that together we can deliver great benefits to schools, colleges and universities across Europe who are looking at introducing the concept of mind mapping into their learning programmes."

The partnership will take effect from 26th June and follows hot on the heels of its recent hire of business mind-mapping specialists, Olympic.

[<http://www.mindgenius.com/resources/news/mindgenius-hires-business-mapping-information-experts-olympic.aspx>]

Edmund McFadden, Deputy Head of John Ogilvie Secondary School whose staff and students have been using MindGenius with tangible results for the last three years comments:

"MindGenius creates a level playing field for pupils of all abilities in presenting quality work and encourages them to 'go that bit further' whether they are working on projects or revising for exams."

About MindGenius

The first MindGenius applications were released in 2001 by software developers Gael Ltd and, since then, the user base has grown in excess of 300,000 registered licences. In March 2008, MindGenius Ltd was set up as a separate trading entity. In September 2008 MindGenius Ltd became certified Microsoft Partners with an ISV / Software Solution competency, and the MindGenius application achieved certified for Microsoft Vista status at the same time. Latest MindGenius products include MindGenius business V2 and MindGenius education V2. . Find out more at www.mindgenius.com

About Douglas Stewart EDU Ltd

Douglas Stewart EDU Ltd is a specialist distributor of computer products into the education and charity markets throughout Europe. As part of The Douglas Stewart Company based in the US with offices in Canada and the UK, globally they have more than 55 years of experience in sales, marketing and distribution of products to education resellers as well as their end-users. Douglas Stewart EDU brings a unique

understanding of education to the market — the knowledge of software vendors' educational programmes and the knowledge of the educational community, from budget cycles and the tender process, to the trends, culture and influencing bodies. They are committed to superior customer service and developing long-term relationships and unique channel programmes for the education marketplace throughout Europe. Based in Hampshire, UK with distribution facilities in the UK and mainland Europe, Douglas Stewart EDU sells through education and charity focused resellers in over 20 European countries

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