

## **Quizam Media Corporation**

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## **OntrackTV signs alliance deal with Upside Learning**

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**May 25<sup>th</sup>, 2012 – Vancouver, BC– Quizam Media Corporation (“Quizam” or “the company”)** is pleased to announce that OntrackTV has signed a strategic alliance agreement with Upside Learning. As a result of this new agreement, OntrackTV and Upside Learning will now work together globally to assist organizations in increasing their learning and training effectiveness, and improving human performance and potential through customized learning solutions. The joint portfolio of solutions and services that may be offered to clients under this agreement include, OntrackTV's content library of over 2000 on-line Business Skills & IT training videos and Upside Learning's LMS platforms, assessment engines, mobile learning solutions, and custom eLearning content creation services.

Russ Rossi, CEO of OntrackTV, commented, "Our new strategic alliance with one of the world's leading learning solutions companies, Upside Learning, will enable us to broaden the range of products and services that we can offer to our clients. Through this highly synergistic alliance with UPSIDE, we now have access to their portfolio of world-class LMS products (including mobile LMS solutions) and also their team of over 150 highly experienced learning and development professionals. This will boost the ability of our own team to deliver customized learning content and learning platforms, tailored to meet the specific needs of our market-leading global clients".

Amit Gautam, Director of Technology Solutions at Upside Learning explained, "Our alliance with OntrackTV will help us to broaden the range of learning content that we can offer to our clients and is a significant step towards reaching out to large organizations in Canada, USA, UK and Australia. We believe that this alliance will flourish based on the combination of OntrackTV's ever growing track record and reputation with global Fortune 500 corporations and our own award-winning LMS, mobile solutions and expertise in the learning domain".

### **About OntrackTV**

*OntrackTV.com has delivered 100's of Business and IT skills courses on-line, in the form of 2100 short video lessons that may be viewed on any PC, laptop, tablet or Android phone. In the last two years employees from more than 200 corporations have utilized OntrackTV.com and clients include five of the world's largest companies.*

### **About Upside Learning**

*Upside Learning is one of the leading names in custom eLearning content development, Learning Management Systems and Mobile Learning Solutions. With a collective experience of 600+ person-years, it has successfully completed more than 300 corporate and academic projects for over 150 clients worldwide.*

*Upside Learning has been consistently picking up awards and other recognitions every year, including the most recent **2011 Brandon Hall Excellence in Technology Awards**. It is its constant endeavor to develop and provide innovative solutions to its clients thereby impacting their organizational learning and hence, their global operational performance.*

*For more information, visit: [www.upsidelearning.com](http://www.upsidelearning.com)*