



EM-Assist Wins Gold Brandon Hall Learning Award

SALT LAKE CITY, UT – November 10, 2010 – EM-Assist, Inc., a leading provider of environmental services and training solutions, won a coveted Brandon Hall Research (www.Brandon-Hall.com) Gold Award for Excellence in the 'Best Learning Game' category. EM-Assist's win was announced at a ceremony in San Francisco, CA. "These winning entries are very impressive," said Brandon Hall, Ph.D., chairman of the Awards program. "We are thrilled to recognize innovative learning of such high quality."

EM-Assist received this award for *Mission Impact*, a 2-hour Web-based course that uses simulation and game-based learning to train newly appointed Environmental Compliance Coordinators (ECCs) within the U.S. Marine Corps. In *Mission Impact*, Marines navigate through a realistic Garrison, identify and address environmental compliance challenges, and compete for points and medals based on performance. Two game characters — a Commanding Officer and Gunny Officer — provide guidance and discipline. EM-Assist's course developers placed strong emphasis on creating characters, consequences, and imagery that resonates with enlisted Marines. Formative and summative evaluations revealed high levels of engagement, including repeat play that extended beyond the requirements of the training program.



"This project was an outstanding team accomplishment involving our Marine Corps client and many dedicated technical experts here at EM-Assist," said Mark Grosser, EM-Assist's Project Manager responsible for overseeing development of the course. "*Mission Impact* creates value for the Marine Corps by providing highly engaging training that enables ECCs to quickly internalize complex and mission-critical learning objectives through active problem solving."

"This award demonstrates our Marine Corps client's commitment to partnering with us to develop state-of-the-art courseware that provides them with a high return-on-investment," said Jeremy Burr, EM-Assist's Chief Executive Officer. "Game-based learning has proven to be a successful tool in helping our Department of Defense clients cost-effectively reach their student audience."

ABOUT EM-ASSIST

EM-Assist, Inc. is government's trusted partner for environmental program management, technical support, and training solutions. The company helps clients cost-effectively address their most challenging environmental compliance, information management, conservation and planning, and restoration needs. EM-Assist also helps clients deliver the right training to the right people at the right time by blending custom eLearning courseware with instructor-led training, and by providing efficient training program administration through powerful, easy-to-use learning management systems. EM-Assist, founded in 1996, is headquartered in Folsom, CA and has 140 professionals in multiple offices throughout California, Utah, Colorado, Virginia, and North Carolina. Additional information can be found on the company's Website located at www.EM-Assist.com.



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