

## PointeCast Acquires iCreate PowerPoint®-to-Flash™ Online Training Product

### *PointeCast To Incorporate PowerPoint-to-Flash Technology Into Its Online Training Product Suite*

Salt Lake City, Utah—April 4, 2005—PointeCast Corporation, a privately-held developer of rapid e-Learning tools, today announced that it purchased the iCreate PowerPoint-to-Flash online training product from Cisco Systems, Inc. (NASDAQ: CSCO). PointeCast is incorporating the instant multimedia publishing capabilities of iCreate into its existing product suite, which includes web-based platforms for the tracking and delivery of multimedia training. The new combined product suite will provide business users with the industry's most user-friendly and cost-effective online training and e-Learning development tools.

iCreate lets anyone automatically convert PowerPoint presentations into Internet-ready Flash presentations—all in a matter of seconds. Some of the key iCreate product menu features include: *Record Audio*, for recording and synchronizing voiceovers with PowerPoint slides and animations; *Insert Interaction*, for creating interactive quizzes and surveys; and *Insert Movie*, for importing Flash movies into presentations.

Over the past eight months, PointeCast has improved iCreate and will soon release a new product version renamed PointeCast Publisher—complete with significant new capabilities and expanded conversion fidelity.

“Now anyone can turn everyday PowerPoint presentations into rich-media, interactive online training in just a matter of minutes,” said Brian Holman, president and CEO of PointeCast Corporation. “The combination of iCreate with our turnkey, web-based learning content management system will empower companies of any size to easily create, distribute, and track interactive training and presentations for employees, partners and customers—at a fraction of traditional costs.”

iCreate was originally developed by Wanadu, Inc., a private developer of Flash-based content creation and delivery products. Wanadu was acquired by Latitude Communications in April 2003. Cisco acquired Latitude, known for its MeetingPlace conferencing solution, in January 2004 to augment its IP Communications portfolio. PointeCast has acquired all the iCreate products, while Cisco maintains ownership of all MeetingPlace products.

For more information about PointeCast's online-training solutions, please visit: <http://www.PointeCast.com>.

#### **About PointeCast Corporation**

PointeCast is a leading provider of powerful rapid-communication and online-training solutions. Our technology empowers companies to easily create, distribute, and track interactive training and presentations for employees, partners, and customers—at a fraction of traditional costs. We believe in offering simple solutions that enable anyone to quickly share knowledge and turn information into a competitive advantage.

For more product information visit <http://www.PointeCast.com> or call (801) 805-3617 for press information.

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