

RE@L

REAL EXPERIENCES AT LIFE

June 30, 2016

RE@L Stakeholders:

A lot is happening in the RE@L world! I want to give you some important information about some of our recent events.

The best way to bring you up-to-date on RE@L's current status is to refer you to our RE@L website and our social media outlets, Facebook and Twitter.

Here's a link that will always get you our most recent RE@L happenings: <http://realexperiencesatlife.com/>

From our web site you can follow RE@L by clicking any of the buttons on that webpage.

What can you do to help? It's simple!

- "Like" us on Facebook by clicking on the thumbs-up icon. Here's the link to Facebook: <https://www.facebook.com/realedapps>. Please "Like" our site and add a "Comment," or "Share" the posting with friends.
- "Follow" us on Twitter: <https://twitter.com/RealExperiences>. Click on "Like" and Forward it to our Followers and yours.
- "Check out" our RE@L Blogs (<http://realexperiencesatlife.com/blog/>).

- Be sure to review our RE@L Press Room (<http://realexperiencesatlife.com/press-room/>) for the most recent press releases pertaining to RE@L.

Your Social media connections and accessing our RE@L Blog have a “compound interest” effect in spreading the RE@L message. If you link it to 10 followers of your social media, and they link it to their 10 followers, that’s 100 valuable connections for REAL.

In this new era of instant communication being plugged in to the social media outlets provides opportunities to spread our RE@L happenings. The more who read it the better.

Note 1: The Strong Museum Relationship

Our RE@L relationship with The Strong Museum in Rochester, NY has created a new level of internet awareness - the MECC/Oregon Trail stories are dramatically promoting a RE@L-awareness. We have worked hard to connect “MECC/OT” fame to RE@L and our own upcoming, game-changing software and apps.

The press release below is all about MECC and the exhibit that The Strong Museum of Play is planning to build using the memorabilia and artifacts several of us former MECC’ers sent to them. The future exhibit will showcase how MECC was the creative force and leader behind the revolutionary new EdTech software industry.

Oregon Trail, while arguably the most successful of all MECC software, was only one of MECC’s 300+ popular titles! RE@L has followed in the footsteps of MECC and added more new features to help teachers and students get maximum results from their learning.

Here’s The Strong Museum of Play press release describing their new exhibit

plans: <http://www.museumofplay.org/press/releases/2016/06/2781-producer-oregon-trail-donates-collection-strong>

Note 2: The Strong Museum Inducted Oregon Tail Into Its Hall of Fame:

The Strong Museum inducted "Oregon Trail" into its Hall of Fame. Here's their press release:

<http://www.museumofplay.org/press/releases/2016/05/2688-2016-world-video-game-hall-fame-inductees-announced>

Don Rawitsch, RE@L's Executive VP Product Development and Co-Inventor Oregon Trail attended the induction ceremony. The video of his acceptance speech is found by clicking on the RE@L YouTube Channel below:

<https://www.youtube.com/watch?v=n7efOGnTE4>

Check out Don's previous radio interview with WCCO's John Hines by clicking on our RE@L Blog link below:

<http://realexperiencesatlife.com/just-in-case-you-missed-it-meccs-famous-oregon-trail-is-even-more-famous-in-fact-its-in-the-hall-of-fame-rel-is-real-proud-too/>

RE@L's web site and social media connects are chock full of relevant information about all of these events. Oregon Trail still has a prominent place in the minds of the millions of users (now in their 40's and 50's) who fondly recall playing and learning from the game. Oregon Trail even showed up in the internet video trailers of Academy Award winning movie, "Revenant."

<http://www.avclub.com/article/mashup-proves-revenant-pretty-much-oregon-trail-mo-230554>

Note 3: RE@L'S West Coast Collaborations:

RE@L has established a partnership with and is collaborating with a West Coast company. Here are some highlights:

- RE@L's is working with the Watts/Campbell/Star Wars group, all of whom (see below) are strongly committed to using RE@L as a partner to develop and distribute exciting new learning software; the West Coast connection is very promising to RE@L's future.

- RE@L has an partnership agreement with Mark Watts, CEO, Electronic Education Programs(EEP), and his Star Wars technical people – they are currently working with Disney Productions, Inc. on the next Star Wars movie; RE@L’s connection with them provides us access to the very latest media-technology expertise needed to produce programs/products for today’s and tomorrow’s kids to use in their schools and homes.
- Today we learned that the Joseph Campbell Foundation group Executive Director has responded to partner, Mark Watts’ inquiry about collaborating with RE@L and EEP on using Campbell’s voice and stories and also the trademark: “The Hero’s Journey” in some of the exciting, newly planned modules for the K12 student market.
- This agreements puts RE@L in the midsts of the emerging, new market in the huge called EdTEch Software. MECC started it and RE@L is taking it to the next level. We are confident it will appeal not only in the school market but also to the consumer market. Our West Coast proposal fits the same game plan that made Oregon Trail so outstanding: travel/explore/decision-making/consequences/learning. Kids loved it then, and with the new technologies of 3-D graphics and augmented reality, we find ourselves at a new level of efficacy for RE@L's EdTEch software.

Note 4: RE@L’s Collaboration With Federal Funding Sources:

RE@L has formed a distribution-to-K12 partnership with a MN company that over the last 20 years has received grants from a number of Federal Agencies. Currently we are working with them and the National Institute of Health to develop a K12 computing application to address smoking concerns (Click on: <http://www.nih.gov>). This arrangement will engage RE@L’s Don Rawitsch in directing the development of “Dusty the Dragon” in collaboration with Moai Technologies (Click on: <http://moaitechnologies.com>). RE@L will distribute this new product through its ESA partners all across the U.S. The arrangement will provide significant revenue to RE@L. Development has begun and is targeted to go to market in 2017.

Note 5: Check Out Our RE@L Blog:

Our RE@L Blog is gaining momentum and readership. We are confident you will find our RE@L BLOG interesting and worth reading and following. It’s our Go-To source in learning

more about the K-12 EdTEch world. Tom King and I are co-BlogMeisters for our RE@L Blogsite, and have produced a comprehensive and active website. You will find over 100 posts on a host of interesting K12 EdTech topics:

<http://realexperiencesatlife.com/blog/>

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We are always interested in your feedback! It helps make us all a better RE@L Team!

I encourage you to contact me at:

Email: dlafrenz@realexperiencesatlife.com

Phone: [651 338 8346](tel:6513388346)

Blog: <http://realexperiencesatlife.com/blog/>

Thanks,

Dale

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Dale LaFrenz

RE@L Chairman

[651 338 8346](tel:6513388346) cell

[952 934 6204](tel:9529346204) office

Email: dlafrenz@realexperiencesatlife.com