



FOR IMMEDIATE RELEASE:

KnowledgeLink and WeiTel Offer Mobile Learning Tools to Improve Productivity and Customer Service

AURORA, IL and KING OF PRUSSIA, PA – JUNE 25th 2008 – KnowledgeLink, Inc. and WeiTel (Weintraub Telecomm, LLC) announced today that they are introducing Mobile learning, or “M-Learning” as part of their service offerings for the telecommunications industry. “KnowledgeKeep™”, the newest addition to the KnowledgeLink product line, will premier this week at the SCTE Cable Tec Expo in Philadelphia, PA.

“Attendees at Tuesday’s CBL&D Conference heard about M-Learning and its potential uses in our industry for support and customer service. We are offering an implementation that can be immediately applied in their companies,” stated Justin (Jay) Junkus, President of KnowledgeLink, Inc.

Millions of people own personal digital video devices like the iPod video, Zune, or MPEG phone. Music and video entertainment are the most widely used applications for this technology, but now, with the help of KnowledgeLink and WeiTel, personal digital devices can be used as Mobile Learning for cable technicians.

M-Learning is the newest member of the telecommunications industry. The benefits of utilizing this technology are boundless, and it provides technicians in the field much needed support and direction. With M-Learning, technicians can store video-based instructions for consumer products to ensure that they can answer every client question and provide maximum customer satisfaction. M-Learning enables technicians to have documentation on the installation of the latest communications systems at their fingertips, literally. The technology also enables workers to have personal access to job aids while out in the field.

The monetary benefits of M-Learning are impressive as well. Storage and access of job-related aids and documentation on a personal digital device is less expensive and easier to implement than access that uses expensive test equipment intended for other purposes. Having information available to a technician or consumer on their personal device, rather than a company-owned piece of equipment, makes it more likely that the information will be viewed, applied, and accessed when needed.

Until now, it would have required an additional staffing resource to create, maintain and distribute information for M-Learning. KnowledgeLink and WeiTel make it simple to put your job aids, documentation, or consumer instructions on any form of personal digital device that accepts an mp4 video file.

According to Bruce Weintraub, President and CEO of WeiTel: “Portability of knowledge and access to information needed while traveling to a jobsite or during execution of an install or service call brings our technicians and engineers to the next level of providing the best in customer service. KnowledgeKeep allows us to further penetrate and improve the knowledge base of our customer-facing staff and generate improved perceptions of customer service, professionalism and quality of service.”

To see an example of what KnowledgeLink and WeiTel can do, direct your browser to www.knowledgelinkinc.com/jobaid.xml.



Join the technological revolution today! Talk to us about transforming your company's information into M-Learning with KnowledgeLink and WeiTel!

About KnowledgeLink, Inc.

KnowledgeLink, Inc. has offered training and consulting to the cable telecommunications industry since 1995. Its products include technical training, technical writing, documentation production, and market development consulting. KnowledgeLink courseware includes a full curriculum in RF architectures, telephony, data communications, and wireless technologies. The company also offers custom courseware development to meet client-specific needs. For more information, please visit the KnowledgeLink, Inc. web site, www.knowledgelinkinc.com.

About WeiTel

Weintraub Telecomm, LLC (WeiTel) designs, deploys and manages voice, video and data networks for telecommunications companies, wireless operators and select commercial customers throughout the USA. In addition, WeiTel provides customer support services for original equipment manufacturers (OEMs) that sell their products to its target markets. Headquartered in King of Prussia, PA, WeiTel was recognized as one of the Philadelphia 100[®] fastest growing privately held companies in 2005 and 2006. In 2007, WeiTel appeared as the 37th fastest growing telecommunications company in the nation on the Inc 5000[®] list compiled by *Inc Magazine*. Visit www.weitel.com for more information.

###

For More Information Contact:



Justin Junkus
President

1056 Fox Valley Drive
Aurora, IL 60504
630.820.8205

www.knowledgelinkinc.com



Bruce A. Weintraub
President & CEO

1002 West Ninth Avenue
King of Prussia, PA 19406
888.909.1777

www.weitel.com