



For Immediate Release

Contacts: Jay Goss
COO - Numedeon, Inc.
(626) 683-3129
press@numedeon.com



PAT SAJAK INVESTS IN “VIRTUAL WORLD CREATOR” NUMEDEON

Wheel of Fortune host becomes strategic partner with creators of popular virtual world Whyville

(Pasadena, CA – October 23, 2007) – Pat Sajak, Emmy award winning host of Sony Television’s Wheel of Fortune, has become an investor and strategic partner in ”virtual world creator” Numedeon, Inc. which owns and operates Whyville.net and several other virtual world properties. Sajak’s investment makes him a significant shareholder in the corporation.

“As someone deeply involved in traditional broadcast media, I am aware of the challenges and opportunities provided by interactive media,” says Mr. Pat Sajak. *“I believe that Numedeon, a pioneer in virtual world technology, is strategically placed to transform the way children and adults interact digitally.”*

In addition to Wheel of Fortune, Pat Sajak is involved in a number of businesses, including Internet-based PatSajakGames.com, BoJak Records, Sajak Music (a music publishing company), P.A.T. Productions (a television production company in association with Columbia Television), and Sajak Broadcasting (which owns two Maryland radio stations). He is also a partial owner of the Golden Baseball League (an independent minor league operating in California, Arizona and Utah) and Eagle Publishing (a Washington, DC book publishing company).

Dr. James Bower, Founder and CEO of Numedeon, Inc. says, *“We are very pleased to have such a highly regarded entertainer in the television industry as a significant investor in Numedeon. Not only does Mr. Sajak have a world-wide media reputation, and a long standing interest in education, but he*

is also a sophisticated, experienced, and successful businessman. His strategic involvement in Numedeon will pave the way for several new Numedeon virtual worlds set to launch in the next two quarters.”

Numedeon established Whyville as its first virtual world in 1999 in an effort to provide preteens and teens a chaperoned, safe learning environment in a wide range of subject matters, some serious, and some just fun. Whyville runs on the company’s proprietary virtual world engine, NICE (Numedeon Interactive Community Engine), which supports a wide range of interactions and engagements.

About Numedeon and Whyville

Numedeon specializes in the design and operation of virtual worlds. It is the parent company of Whyville.com, which remains the only learning-based virtual world for today's digital kids. Whyville is about to surpass 3 million registered users, and is an environment that engages its vested "citizens" to learn about life, while having fun. Numedeon’s technology enables organizations to *be on the inside* of virtual worlds, and in the case of Whyville, providing them with the means to truly interact with the hard-to-reach demographic of 8 to 15 year olds. Sponsored programs in Whyville include: reading programs (supported by Scholastic); pop music concerts (EMI, Virgin Records, Hollywood Records, Radio Disney); investigations of important issues like global warming (An Inconvenient Truth / Penguin Books), and immersive activities involving automobile engineering (Toyota), human disease (Centers for Disease Control and Prevention) and biotechnology (Texas Workforce Commission), to name only a few. Numedeon was created by scientists from Caltech to invent innovative new ways to harness the engagement power of the Internet. Numedeon already supports a number of “private label” virtual worlds using its proprietary technology and will soon be launching several new virtual worlds of its own.

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