

NEWS RELEASE

BRIDGES TRANSITIONS INC. LAUNCHES ONLINE VERSION OF PAWS IN JOBLAND

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Kelowna, B.C. - Bridges Transitions Inc, (“Bridges” or “the Company”) (TSX:BIT) a leading provider of career and educational planning solutions, announces its award-winning *Paws in Jobland* product is now available online for annual subscription in North America’s 75,000-site elementary school market.

"We are very excited to be launching *Paws in Jobland online*." said John Simmons, Chief Executive Officer of Bridges. "Over the last five years we have sold the CD ROM version of *Paws in Jobland* to thousands of elementary schools across North America. We are confident that the new online version of *Paws in Jobland* will be well-received by our existing Paws customers, as well as help to strengthen our relationship with the rest of the elementary school market and school district’s K-12 guidance programs."

"In 2001, the Ontario School Counsellors' Association (OSCA) awarded *Paws in Jobland* with the Career Education Citation." explained Simmons. "Today it continues to be recognized by educators for the positive impact it has on elementary school students' self awareness and knowledge of the changing world of work."

About *Paws in Jobland*

Originally developed in Denmark as a CD-ROM-based product, Paws in Jobland is now available online for the kindergarten to Grade 5 market. Paws in Jobland engages young students, building their self awareness as they learn about their interests and explore over 100 different careers.

About Bridges

Bridges is the leading provider of software-based and online education planning, career exploration, and high school/college test prep resources designed to help students achieve education and career success. Bridges’ planning and exploration products give students and adults in transition reasons to achieve more -- exploring all their options, setting goals and making plans to get there. Test prep products available from Bridges give students ways to achieve -- by improving math, reading and other academic skills, raising test scores, and by giving educators and administrators instant performance feedback that enables data-driven instruction.

Over 14,000 schools and other agencies across the U.S. and Canada use Bridges’ products and services. Bridges serves the needs of more than one million annually graduating high school students seeking educational or career planning assistance.

For more information, visit <http://www.bridges.com>. The Company is listed on the Toronto Stock Exchange under the symbol: BIT.

FOR MORE INFORMATION, CONTACT:

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