



Contact:

David Fong
XAP Corporation
(310) 842-9800
marketing@xap.com

XAP Corporation Announces Fall 2009 Video Contest Winners

About 15,000 Voted on the Student-Created Videos

IMMEDIATE RELEASE

Culver City, CA – January 29, 2010 – XAP Corporation announced today the winning entries for its Fall 2009 student video contest. The contest posed the question “What Would You Do?”, which encouraged students to showcase their talents while sharing what they have learned throughout their educational and life experiences, particularly those relating to career exploration and planning. Educators and administrators were also encouraged to use the contest as an opportunity to engage their students in a worthy self-guided activity. The contest was open to all elementary, junior/middle, high school, and college students in the United States and Canada.

The winner of the Fall 2009 contest is Steven Cresswell from Kelowna Secondary School in British Columbia. His video titled “Rethink Everything” was a thought-provoking look at making different life choices. Mr. Cresswell receives \$2,500 for having the first-place video.

Video entries were posted on a video sharing site, were up to three minutes in length, and a maximum of five people per group could work on the video. The 53 entries were preliminarily judged by a panel of experts that critiqued the videos on creativity, originality, and relevance to the contest question, before about 15,000 of the general public voted.

The second prize group from Galena Park High School (TX) receives \$1,500, the third place winner from Graves County High School (KY) receives \$1,000, and the other finalists each receive \$100. These finalists were from Bryan Station High School (KY), Carl Wunsche Sr. High School (TX), Doherty High School (CO), Fleming County High School (KY), Galena Park High School (TX), Morehouse School of Medicine (GA), North Shore Senior High School (TX), and Spencer County High School (KY).

“One of our company’s objectives is to get students to think deeply about long-term education and career planning,” said J. Michael Thompson, XAP’s CEO. “This contest is one example of how students are displaying their creativity and wisdom to a younger generation about their learned experiences.”

Videos can be viewed at <http://corp.xap.com/video>. The next XAP contest will begin in October 2010.

About XAP Corporation

XAP Corporation is the nation’s largest, most established internet-based company serving students, educators, higher education, and workforce development. XAP products have empowered an estimated 40 million students to successfully make the transitions between high school, college and their ultimate career and life path. The company serves constituents from elementary school through adults-at-work through innovative, proven solutions that empower them with critical knowledge, personal insight, and targeted action plans leading to success in life. For more information, visit <http://corp.xap.com>.