



Media Release

For Immediate Release

Propeller Studios Launches Learn Buffet, the site that connects learners with teachers

Propeller Studios Inc. is launching its new site, Learn Buffet, in the Spring of 2013. Learn Buffet is a comprehensive marketing tool that connects schools and instructors with people who want to learn. This is the first site in Canada dedicated exclusively to connecting students with instructors.

Expanding your skill set can vastly improve quality of life, boost income and increase social activity. But with so many low-profile workshops, classes and lessons in the GTA, it can be daunting to find the best instruction that fits your lifestyle. Learn Buffet acts as liaison between instructor and student. We make it easy for students to find classes that fit their interests, schedule and budget. Users simply type in what they wish to learn and Learn Buffet will take them to course listings and find classes nearby. Potential students can register directly for lessons through our site, compare instructors and read school reviews.

For instructors, Learn Buffet can also promote classes, develop individualized marketing plans, and create advertising guaranteed to reach more students. We are dedicated to connecting people who want to learn with people who love to teach.

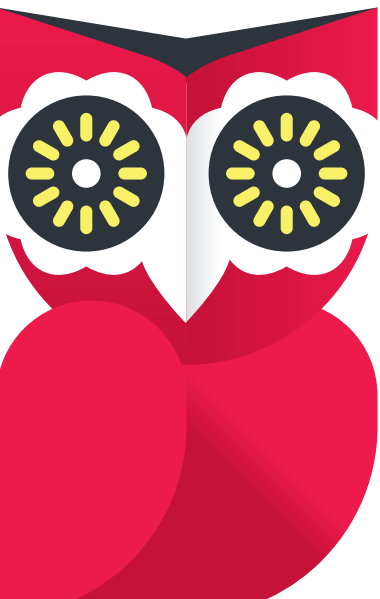
Propeller Studios Inc. is a marketing communications agency with over a decade of experience in creative design, websites, presentations, campaigns, and promotions. We specialize in projects ranging in scope from small business logo design to multi-platform and dynamic websites for major organizations.

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Our Story

LearnBuffet was conceived at Propeller Studios, a Creative Marketing and Design firm in Toronto, ON.

Ray Yabuta, our Creative Director, wanted to find the best Muay Thai martial arts class in his neighborhood. So, he turned (as we all do) to the Internet – where he was inundated with plenty of useless information.

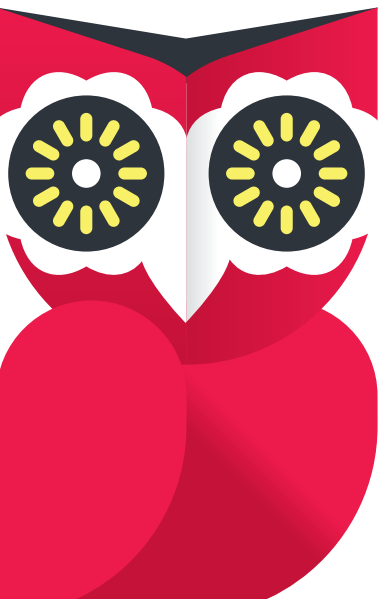
There had to be a better way. He wanted to get information about specific classes in his area, compare prices and services, and register for a class – all in one go. A light went on, and LearnBuffet was born.

Using our combined expertise and flair for clean, functional design, we developed LearnBuffet's easy-to-use platform. We've worked with numerous leading academic institutions and are especially responsive to the unique needs of educators and learners.

Dan Lee, our Director of Development, is a Continuing Education Instructor at Ryerson University. He earned his bachelor's degree in Computer Science and is a former accessibility technology researcher. He has taught for 8 years in web and database development. Pim Brouwers (our Lead Programmer) and Stephanie Simmons (our Lead Designer) are both students of the Chang School of Continuing Education at Ryerson University. Ray, our Creative Director, was recently chosen as an assessor for Humber's Graphic Design and Packaging Program.

“Education and building this product - a service that has real meaningful purpose - helps us bond. We're passionate about helping others and doing good for society. We all want to do great things,” says Ray. “LearnBuffet gives us that outlet.”

We know the value that education brings. It can ratchet up your intellect, inspire creativity, and promote a healthy and fulfilling lifestyle. Our team is dedicated to connecting you with learning: the rest is up to you.





Fact Sheet

What is it?

LearnBuffet is a website that connects people with instructors, classes and schools in their area.

For Learners

Learn Buffet lets you compare classes and see what's available in your area. You can review instructors and read articles and reviews about classes you are interested in.

You can register and pay for classes online, without ever having to leave Learn Buffet's secure site. We save you time so that you can focus on learning.

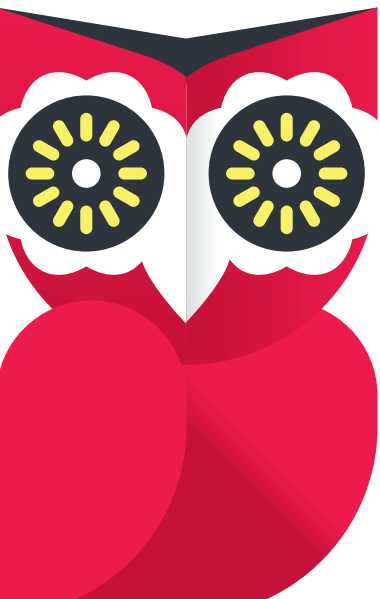
For Teachers

As a personal instructor or small school, you can list up to three classes you offer for free. Extra classes/services cost \$0.99 each to list. You can reach more students, get learner feedback and build up your public profile.

We also publish feature-length articles about Learn Buffet teachers and programming. This way, prospective learners can see what you're all about.

Learn Buffet is also offering a special introductory promotion – marketing add-ons and web design to give your business a boost.

Learn Buffet will help you save time and attract students.





Features

What are the core features for learners?

- Search by location, keyword, name of instructor/school
- View school/instructor profiles
- Become a member of the Learn Buffet community, review classes, connect with other learners, win prizes and promos
- Easy & secure class registration and payment

What are the core features for teachers?

- Register schools
- Build impactful school and instructor profiles
- Organize your class schedules
- Register students and process enrollment payments through our secure Class Scheduling Application
- Receive feedback from previous learners
- Active promotion through our social media marketing channels
- Regular feature-length articles will be published about our teachers: including interviews, tips, class reviews and success stories

What types of classes does Learn Buffet permit?

We welcome you to list classes, private instruction, workshops, seminars, camps, kid programs, team activities, formal education certification, lectures and discussions. Just about anything you can think of!

If you can teach it, we can find someone who wants to learn it.

Who can offer their instructional services?

We are open to conventional and unconventional teachers and methodologies. Individuals hobbyists, amateur enthusiasts, summer camps, small businesses, larger academic institutions, big box stores, municipalities and community colleges are all welcome to list their classes

For more information about Learn Buffet's services, please contact:

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