

[Advanced Search](#) [All Recent News](#) [Email a Friend](#) [Print-Friendly](#)**SOURCE: Viyya Technologies****Jan 23, 2008 08:00 ET****Virtual Ed Link Management Addresses 2008 Plans**

FAIRFIELD, NJ--(Marketwire - January 23, 2008) - Virtual Ed Link, Inc. (PINKSHEETS: **VRED**), marketer of the most advanced and comprehensive web-based School Safety Management System, is pleased to report on their management's 2008 plans with a focus on the market opportunities, product readiness, strategic alliances, revenue projections, and capital formation.

Now that Viyya Technologies, Inc. (PINKSHEETS: **VYON**) announced that stock dividend certificates were distributed January 16, 2008 to Viyya shareholders of record -- December 21, 2007, VELI shareholders can expect to see more detailed information pertaining to the Company's progress in the education vertical market. Coincident with this report, Company officials are preparing the applicable Company financial reports as required by the Pink Sheets exchange regulations. Those updates will be listed on the Pink Sheets site in February.

VELI closed out 2007 and entered into 2008 by finalizing contractual obligations that included preparing to deliver systems to VELI clients. All aspects of these efforts are on target as the VELI management team has solidified their plans for 2008.

One of the first things that VELI management wants to highlight is that it has a clear and sustainable business model. VELI receives an upfront software customization and license fee that is based on the potential number of registered users in a given school district or college/campus community. VELI also receives a subscription fee based on the number of students that become registered users at between \$3 - \$5 per user per semester or per school year depending on the application utilized by the public and private schools for grades K-12, the technical and community colleges, and the university market.

Highlighted Links[Viyya Technologies, Inc.](#)[The MacReport.Net](#)

The VELI School Safety Management System (SSMS) licenses the VIYYA™ Information Portal as its core technology from Viyya Technologies, Inc. for an annual licensing fee. VELI also pays to Viyya a portion of the subscription fees received based on the Licensing Fee and Administrative Support Agreement between Virtual Ed Link and Viyya Technologies.

With the VELI planning sessions now complete, management has decided to upgrade its initial revenue forecasts from approximately \$3mm for 2008 to between \$4mm and \$6mm. This change can be attributed to the current sales efforts along with having a thorough understanding of the \$1B+ education software industry, market acceptance of SSMS, and new relationships established by Atlantic Energies™ as well as The Clements Group™.

VELI management kicked off 2008 with a sales concept and training meeting in Salt Lake City, Utah, headquarters of The Clements Group™, LC (www.clmgroup.com), a company with a nationwide sales force that has provided consulting and resource management services to over six hundred technical and community colleges across the US. The Clements Group™ sales force now represents the VELI School Safety Management System to its client base. VELI, in conjunction with The Clements Group, recently presented its SSMS application suites to two different statewide school systems -- one with 16 schools and the other with 33 schools with a total of nearly 250,000 students.

In addition to the revenues that will come from the initiatives such as those referenced above, to date, several public and private grade schools have executed contracts including the Mechanicsville and South Colonies school districts in New York State.

These two school districts represent approximately 3 - 5,000 potential users and are in the project delivery phase. Several other community college contracts are also pending. The US based K-12, technical and community college, and university education markets represent over 75 million students and total potential users (school officials, administrators, faculty, and parents) at over 150 million.

Finally, from a capital formation standpoint, VELI may continue to raise funds through the sale of the Company's authorized shares so that the Company's 2008 business plan can be financed and until revenue generation can support the expense structure of the Company. It is expected that the sale of shares via a funding vehicle known as a 504d may continue through first quarter 2008 and that revenue projections for 2008 should begin to be realized in the second quarter of 2008.

VELI management has emphasized in their business plan that it wants to deliver shareholder value through contracts and revenue and that in order to increase price per share, that efforts are underway to secure institutional investors that would be interested in the long term viability of VELI.

For VELI, its stated mission "to establish a culture of preparedness" in K-12 schools, community colleges, and universities, continues to resonate with all levels of school officials who are focused on preparing and protecting student populations and complying with legislation to have student safety and emergency alert programs in place. In recent meetings and presentations in Utah, Kentucky, and Georgia, school officials recognize and are communicating their confidence in VELI's School Safety Management System with its holistic and comprehensive approach to planning, teaching, training and disseminating information for better day-to-

day operations, disaster preparedness, and crisis management.

About Virtual ED Link:

Virtual Ed Link Inc. responds to the growing need from school campuses (K-12 and higher education institutions) to collect, access, share and disseminate vital information within school districts. The School Safety Management System (SSMS), through VELI, is web-based and can be accessed any-where. SSMS can be customized for the particular school or college in which it is being implemented. Basic guidelines, rules and procedures, and general notifications are embedded as defaults, or the school can install its own.

About Viyya Technologies:

Viyya Technologies (PINKSHEETS: **VYON**) is the developer and marketer of the world's most advanced, web-based information management application. Viyya's proprietary XScript extraction engine, used in conjunction with RSS feeds and today's popular search engines from NASDAQ listed Google, Yahoo, MSN, and NYSE listed AOL, and others, provides Viyya users with a level of information management not available from other vendors.

The company's core technology manages disparate information from the Internet, corporate intranets, databases, newsgroups, email, and third-party feeds by enabling users to customize the way they collect, process, distribute and store data. VIYYA™ gives users the ability to retrieve filtered content from many sources, determine the relevancy of the information, and have the information processed into notifications, daily reminders, newspapers, or archived for future use. For additional company information, please visit www.viyya.com.

"Forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995 may be included in this news release. These statements relate to future events or our future financial performance; they are only predictions and may differ materially from actual future results or events. Viyya disclaims any intention or obligation to revise any forward-looking statements whether as a result of new information, future developments or otherwise.

Important risk factors -- including, but not limited to risks associated with changes in general economic/business conditions, actions of our competitors, the extent to which we are able to develop new services and markets for our services, and changes in our business strategies -- could cause actual results to differ from those contained in forward-looking statements.

Legal Notice Regarding Forward-Looking Statements

"Forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995 may be included in this news release. These statements relate to future events or our future financial performance; they are only predictions and may differ materially from actual future results or events. VIYYA™ disclaims any intention or obligation to revise any forward-looking statements whether as a result of new information, future developments or otherwise. Important risk factors -- including but not limited to risks associated with changes in general economic/business conditions (including in the IT and financial information industries), actions of our competitors, the extent to which we are able to develop new services and markets for our services, the time and expense involved in such development activities, the level of demand and market acceptance of our

services and changes in our business strategies -- could cause actual results to differ from those contained in forward-looking statements.

Contact:

Joe Forese

COO

973.276.0555

jforese@viyya.com

www.viyya.com

www.virtualedlink.org

[Click here to see all recent news from this company](#)

Privacy Statement | Sitemap | © 2009 Marketwire, Incorporated. All rights reserved.

Your newswire of choice for expert news release distribution.

1-800-774-9473 (US) | 1-888-299-0338 (Canada) | +44-20-7562-6550 (UK)