DePaul Technology Tuesday

10/26/10
Agenda

- Overview of XanEdu’s Services
- Demonstration of Online System
- XanEdu To Go
- iPad Integration
What is XanEdu?

• Custom publisher remaining publisher neutral.

• Provides course materials in both print and digital format.

• Focused on providing high quality, legal and customized services.
Some of our Local Partners

XanEdu works with clients nationally, here are several of our local clients

• University of Chicago Graduate School of Business
• Northwestern’s Kellogg School of Management
• Northern Illinois University
• Benedictine University
• Elmhurst College
• Columbia College
• IIT’s Stuart School of Business
XanEdu’s Approach

• Learn your strategic goals and unique needs for each individual program.

• Customize solutions that enhance content delivery for:
  – Faculty, Students & Administration
• XanEdu is the largest academic distributor for leading case publishers:
  – Harvard Business School Publishing
  – Ivey Publishing
  – Darden Business School Publishing

• XanEdu is leveraging its relationships with publishers to create exclusive content that enhances teaching and learning

• First installment: Fall 2010
First project seeks to enhance student efficiency with quantitative cases

Convert exhibits for cases in finance, accounting to Excel format

Conversion of data only, no formulae or analysis

By providing data in Excel format, XanEdu will save students six years that can be invested in studying, not low-return administrative tasks
### Exhibit 2: Anagene, Inc. Historical Balance Sheet Statements (in thousands of dollars)

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<td></td>
<td></td>
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<tr>
<td>Current Assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Equivalents</td>
<td>$55,330</td>
<td>$41,021</td>
<td>$62,245</td>
</tr>
<tr>
<td>S-T Investments</td>
<td>38,759</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Receivables</td>
<td>2,376</td>
<td>1,641</td>
<td>2,291</td>
</tr>
<tr>
<td>Inventory</td>
<td>2,289</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>635</td>
<td>679</td>
<td>732</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>100,389</td>
<td>43,341</td>
<td>85,178</td>
</tr>
<tr>
<td>Property &amp; Equipment, Net</td>
<td>6,273</td>
<td>6,184</td>
<td>6,000</td>
</tr>
<tr>
<td>Acquired Technology Rights</td>
<td>5,173</td>
<td>1,005</td>
<td>0</td>
</tr>
<tr>
<td>Restricted Cash</td>
<td>184</td>
<td>219</td>
<td>270</td>
</tr>
<tr>
<td>Other Assets</td>
<td>63</td>
<td>66</td>
<td>276</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$111,168</strong></td>
<td><strong>$50,786</strong></td>
<td><strong>$72,704</strong></td>
</tr>
</tbody>
</table>

### Exhibit 1: Anagene, Inc. Historical Profit and Loss Statements (in thousands of dollars, except per share data)

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Sales</td>
<td>$319</td>
<td>$50</td>
<td>$50</td>
</tr>
<tr>
<td>Sponsored Research</td>
<td>8,457</td>
<td>5,688</td>
<td>5,461</td>
</tr>
<tr>
<td>Contract and Grant</td>
<td>1,856</td>
<td>2,431</td>
<td>2,172</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>11,232</td>
<td>8,119</td>
<td>7,333</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of Sales</td>
<td>599</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>R &amp; D</td>
<td>18,995</td>
<td>25,264</td>
<td>23,002</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>19,694</td>
<td>25,264</td>
<td>23,002</td>
</tr>
<tr>
<td><strong>Net Loss</strong></td>
<td>-16,282</td>
<td>-25,199</td>
<td>-20,342</td>
</tr>
<tr>
<td><strong>Number of Shares Used in Computing Net Loss Per Share</strong></td>
<td>19,944</td>
<td>18,063</td>
<td>13,097</td>
</tr>
</tbody>
</table>

**Source:** Anagene, Inc. annual reports and financial statements.
XanEdu can integrate content into all major LMS systems, including D2L and Blackboard.
Notes: DRM Protected; file is 0.2 Mb and may take up to 57 seconds to open using a 56k modem.

Notes: DRM Protected; file is 0.7 Mb and may take up to 3 minutes to open using a 56k modem.

Notes: DRM Protected; file is 0.2 Mb and may take up to 1 minute to open using a 56k modem.

Notes: DRM Protected; file is 0.6 Mb and may take up to 3 minutes to open using a 56k modem.

Notes: DRM Protected; file is 0.1 Mb and may take up to 52 seconds to open using a 56k modem.
XanEdu and Apple’s iPad
iPad Presence

• Set Your Program Apart With The XanEdu Digital Advantage
• The XanEdu iPad App will help business programs:
  • Save time and resources while decreasing costs
  • Recruit students and enhance their overall learning experience
  • Maintain 100% copyright compliance
E-Book and Portable Devices

• XanEdu believes that portable/e-book devices will introduce a wave of innovation similar to the innovation the world wide web prompted in 2000

• XanEdu will provide the most robust solution for the handheld/e-book market

• XanEdu will be testing CoursePacks on the iPad with Partners in fall 2010 including the UTD-EMBA program.

• XanEdu CoursePacks for handhelds will be fully featured e-pub versions, not simple PDF files
On the Horizon

Join the XanEdu Digital neXus and get:

www.XanEdu.com/neXus

Our twice monthly newsletter - let us sort through the all the hype and deliver relevant articles and information directly to your inbox.

Webcasts featuring industry leaders and XanEdu subject matter experts who will share their thoughts on new and existing digital technology, industry best practices, and offer previews of upcoming XanEdu product advancements.

Exclusive opportunities to participate in pilot tests and beta programs.

Private discussion board where you can ask questions, share advice and network with your peers.

Ordering Process

• Order process for faculty.
  – Just need reading list with full citation information.
  – XanEdu will compile information and format the material.
  – Alert faculty/program of cost and delivery date.
Thank You!

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