

NEWS

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Mobile Portal educell.com Launches with Thousands of How-to Guides

Designed for smaller screens, guides aimed at young, discerning executives focus on Business, Golf, Sailing, Drink Mixing, Food, Wine, and Kama Sutra

EMERYVILLE, CA, Oct. 28 /PRNewswire/ -- EduCel, LLC, a pioneer and a leader in technology that accelerates learning and supports performance at the time of need, today announced the launch of its new mobile portal, educell.com -- The Ace in Your Pocket.

Aimed at the rapidly growing market of young, discerning executives already accessing the web on their cell phones, educell.com launched with 2,500+ how-to guides in seven subject matters: Business, Golf, Sailing, Drink Mixing, 30-Minute Food, Wine and Kama Sutra.

"Good times or bad times, being able to stay on top your game always makes a difference," says Evan Berglund, CEO of EduCel, LLC and educell.com. "Now it's a lot easier to find pointers on a whole slew of executive challenges. Need to close a difficult deal, improve your putting, or spar with a sommelier? No problem. With access to educell.com in your pocket, you are always ready for battle -- or just a great evening."

educell.com is the world's first cell phone portal with all educational guides specifically written and designed to make it easier to get up to speed on the spot, without having to download software.

At launch, much of the educell.com content comes from partners, like Foster's Group (e.g., Beringer Vineyards), BoatU.S. and Discovery's HowStuffWorks property. However, in a model best described as a Wiki-hybrid, an opportunity exists for private parties and companies to submit new guides into an area of the portal called Maybeland.

"We call it Maybeland because our content development experts may, or may not, use the contributions based on the quality of the submissions," says Berglund. "Since educell.com is a dedicated cell phone portal with guides intended to bring people up to speed on demand, we are working hard to ensure all the content is easy to use and useful."

If guides are accepted, submitters get a prominent "Submitted by" link with a URL of their choice in each guide.

The Business Pro Guides on the site are designed to make it easier to understand and follow best practices for important business tasks, which the provider Willitfly.com defines as, "the most efficient (least amount of effort) and effective (best results) way of accomplishing a task, based on repeatable procedures that have proven themselves over time for large numbers of people."

About EduCel

EduCel \e-j&-'sel: *education* as in the true meaning of the word, as in to *educate* or bring out from within, *celerity* as in speed, or rapidity of motion or action. EduCel, LLC, a privately held California corporation, is a pioneer and a leader in technology that accelerates learning and supports performance at the time of need.

For more information, please go to educell.com, and/or email [Maria Gonzalez](mailto:Maria.Gonzalez@educel.com) for a Full Site Access press pass.

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