

EdServ rolls out EdCademy Assessment Engine for Anna University

- *Estimated 4 Lakhs students of Anna University to benefit year-on-year*
- *Assessment Engine houses e-contents for 220 subjects of 2009-10 AU*
- *Access to materials through 150 off-campus EdCenters across TN*
- *Helps Engineering students pass and score better in Semester Exams*
- *Plans to offer similar support to JNTU in AP next month*

Chennai, 23rd Jul 2009 – EdServ Softsystems Limited, India's first 4th Generation education company has rolled out the EdCademy Assessment Engine (AE) consisting of model assessments for 220 subjects of Anna University (AU), Chennai, to be accessed through the secured LAMPS web link. Students studying in various colleges under Anna University across TN can access these contents and improve their preparation to semester exams through 150 EdCenters of EdServ spread across TN. Students can now clear their current semester papers as well as arrear papers if any with ease with EdCademy AE.

EdServ launched EdCademy, the academic support programme for Arts / Science, Engineering, and Management students recently. Under this programme, EdServ conducts Promptive Metrics based Learning (PML) methods to enhance the performance of students in their semester exams so that their placement prospects become better as they move to final year campus programmes. Further, EdServ's EdCampus, the Jobs Database that houses tens of thousands of job positions are also accessible for pre-final and final year students to land up an apt job while they complete their degree programme.

The new EdCademy off-campus initiative rolled out now is aimed at serving an estimated 4 lakh Engineering Students of Anna University under various engineering disciplines that include Civil, Mechanical, IT, Computer Science, Electrical and Electronics, Electronics and Communication among others.



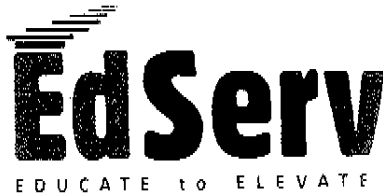
... 2

EDSERV SOFTSYSTEMS LIMITED

REGISTERED OFFICE: New No. 139, 1 Floor, Panna Plaza,

Arcot Road, Kodambakkam, Chennai - 600 024, India.

Tel: 91 44 6453 7216 / 2372 4088, Telefax: 91 44 2372 3908 www.edserv.in



-2-

Students can register with any of the EdCenters across TN to work at their leisure hours to attempt model papers in e-learning framework to check their performance in a subject through EdCademy AE which is 100% compliant with AU semester exam pattern. Further, the students can also access the past exam model papers if they have arrears which is also compliant with the corresponding curriculum and exam pattern of AU. The contents are also upgraded to accommodate the Coimbatore, Trichy, and Tirunelveli Anna University curriculum variants as well.

Speaking about the roll-out, Mr. S Giridharan, CEO, EdServ stated "There are 420 Engineering Colleges this year admitting students to Engineering under Anna University. Over 1 Lakh students are joining to various colleges this year as per cut-off marks through single window counselling. Students of background ranging from State Boards with Medium of instruction in regional languages like Tamil to CBSE get into a common Engineering curriculum in English. This poses a great challenge to pass subjects and to score high grades for a larger section of students who are from State Boards of schooling.

We believe strongly that EdCademy AE from EdServ helps many such students to face their exams confidently and look forward to completing the degree with better grades to qualify for jobs."

EdServ 1st Quarter net grows by 221% for the period ended 30th Jun 2009

EdServ posted Rs. 222.41 lakhs PAT for the 1st quarter ended 30th Jun 2009, higher by 221% compared to the corresponding previous year quarter PAT of Rs. 69.01 lakhs. The top line grew by 170% to Rs. 463.04 lakhs compared to the corresponding previous year quarter figure of Rs. 171.01 lakhs.

EdServ targets 300% growth for year 2009-10 with an estimated 200 new in-campus EdCademy implementations in colleges / universities and an estimated 1,000 partner-based off-campus EdCenters through POWER PARTNER model to provide EdCademy AE and placements. EdServ's jobs database, EdCampus, is expected to grow to 1 live million job positions across all industries / domains during the targeted period.

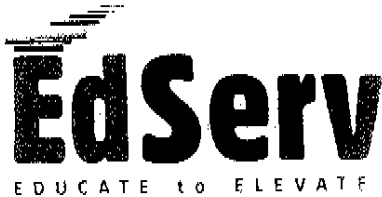


... 3

EDSERV SOFTSYSTEMS LIMITED

REGISTERED OFFICE: New No. 139, 1 Floor, Panna Plaza,
Arcot Road, Kodambakkam, Chennai - 600 024, India.

Tel: 91 44 6453 7215 / 2372 4088, Telefax: 91 44 2372 3908 www.edserv.in



-3-

About EdServ (BSE Code: 533055, NSE Code: EDSERV):

Incepted in 2001, EdServ is India's first 4th generation education company that uses technology to efficiently synchronize manpower demand and supply in number and skills right from development to deployment. EdServ's business is web enabled and is run through a secured partner-driven center network in Integrated Learning Model (ILM) through its EdCenter brand. EdServ also provides academic support programmes in-campus as well as off-campus in learning and assessment through its EdCademy brand. EdCampus, the jobs database engine, is accessible to all EdCenters and EdCademys as well.

EdServ provides technology-led niche solutions in e-learning and placement seamlessly integrating all benefiting communities viz., student, industry, institution, and partner.

EdServ recently launched the POWER PARTNER business model to expand its partner network of learning and placement Pan India. EdServ already signed up over 175 EdCenters (Learning and Placement centers) in Tamil Nadu and Andhra Pradesh through its Power Partner model. EdServ's EdCampus, grows in job positions on an hourly basis by clients punching in requirements all over in a private secured network controlled by LAMPS.



*

EDSERV SOFTSYSTEMS LIMITEDREGISTERED OFFICE: New No. 139, 1 Floor, Panna Plaza,
Arcot Road, Kodambakkam, Chennai - 600 074, India.

Tel: 91 44 6453 7216 / 2372 4088, Telefax: 91 44 2372 3908 www.edserv.in