



FOR IMMEDIATE RELEASE:

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GENEED, INC. AND SEERPHARMA IN JOINT DISTRIBUTION AGREEMENT

**SeerPharma to sell GeneEd's Therapeutic Area Courses in Asia, the UK, and
Ireland**

**GeneEd, Inc. to sell SeerPharma's Regulatory and Compliance Courses in the US
and Canada**

Melbourne, Victoria, July 3rd, 2007 – SeerPharma Pty Ltd, Asia Pacific's largest professional consultancy in the areas of technical compliance and validation, QA knowledge, and training solutions for the pharmaceutical, medical device, and biotechnology industries has signed a strategic partnership with San Francisco-based **GeneEd, Inc.**, a leading provider of online learning for the Life Sciences. GeneEd offers CME-accredited interactive online training for physicians and healthcare workers and best practice training for pharmaceutical and biotech professionals.

GeneEd have an extensive catalogue of on line courses covering therapeutics, disease state awareness, medical sales force training, biotechnology and regulatory & compliance programs. **GeneEd's** therapeutic curriculum covers over 150 courses covering major therapeutics (Cause, Diagnosis and Treatment), Biopharmaceutical Technology, Bioinformatics, Good Clinical Practices, Good Laboratory Practices, CFR Part 11 and Computer Assisted Drug Design.

According to the terms of the partnership, SeerPharma will distribute GeneEd's online curriculum of therapeutic area courses in Australia, New Zealand, Malaysia, Singapore,

South Korea, Ireland, and the UK. GeneEd will distribute SeerPharma's regulatory and compliance curriculum in the US and Canada.

Donovan Wearne, CEO of SeerPharma, said, "GeneEd's catalog of nearly 150 therapeutic area courses will open up an exciting line of new products for the company. Covering disease states in areas as diverse as Neuropathic Pain, Viral Infection, and Oncology, the GeneEd Therapeutic Area catalog will allow us to offer highly interactive, medically validated content to a geographically diverse audience. The GeneEd curriculum massively expands our ability to address therapeutics, biopharmaceuticals and clinical practices across the drug development pipeline.

ABOUT SEERPHARMA - SeerPharma provides integrated solutions in compliance training and consulting expertise for the pharmaceutical, biotechnology and medical device industries, as well as QA software solutions, risk management and validation services. For more information regarding SeerPharma's online learning and other services, please contact Steve Williams or visit www.seerpharma.com.au

ABOUT GENEED, INC. – GeneEd is an e-Learning provider for the biopharmaceutical industry, with several clients whom are Fortune 500 companies. The company's CME courses span the entire pharmaceutical development pipeline and healthcare-education spectrum. The GeneEd Regulatory and Compliance courses provide GxP training for clinical sites, CRAs, and management. For more information regarding this, or any other programs offered by GeneEd, please contact Alycia Shilton-Lloyd or visit: www.geneed.com.

SeerPharma
<http://www.seerpharma.com>

Course catalogue:
<http://www.seerpharma.com.au/discover/modules.html>

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<http://www.geneed.com/website/catalog/browse.php?V=0&F=0&P=0>

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