



PRESS RELEASE

For Immediate Release
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BLUEDROP SECURES ITS FIRST VP OF MARKETING FROM SALESFORCE RADIANT6

St. John's, NL- Bluedrop Performance Learning (TSX-V: BPL), one of the leaders in advanced learning technologies, has today announced that Mr. Jon McGinley has joined the executive team as the VP of Marketing.

Mr. McGinley has a Bachelor of Commerce (B.Com) with a concentration in Marketing/Marketing Management from Saint Mary's University. Having worked across Canada and the United Kingdom, Mr. McGinley has over ten years of extensive experience in advertising, technology and consumer relations marketing. Most recently he was the Director of Marketing at Salesforce Radian6. Prior to that, he was the Director of Integration and Planning with Revolve.

Having worked with both digital and traditional industries, Mr. McGinley possesses the rare combination of understanding technical fundamentals, and also brand building expertise to make an immediate impact with our clients and company.

Emad Rizkalla, Bluedrop President and CEO, states that "we are experiencing a strong pull for our CoursePark platform in several areas and we are now ready to go to the next level. Jon McGinley will build a new Marketing department that can capitalize on our business model and the strong demand for CoursePark® that we have proven in the past year. He will quickly grow the department to a team of six high performing individuals. CoursePark® has the potential to be globally disruptive as a learning platform and accordingly we simply would not compromise on getting the right marketing leadership in place. I am confident that Jon's most recent experience with marketing at Salesforce Radian6 means that he can hit the ground running and deliver immediate benefits to Bluedrop."

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About Bluedrop

Bluedrop Performance Learning Inc. (TSX-V: BPL) is an innovator in effective workplace learning for individuals, corporations and the public sector. Through the development and implementation of pragmatic learning technologies and content, Bluedrop improves opportunities for individuals and the overall performance of corporations. CoursePark® (www.coursepark.com) is Bluedrop's cloud based learning management solution and contains over 5000 third party online courses. The CoursePark platform launched in early 2011 and is growing quickly with registered users in 100 countries. Bluedrop has become a recognized leader in producing mission critical training solutions for Defence and

Aerospace, and provides custom online courseware, virtual training devices and virtual reality simulation for international military and commercial aviation clients. Founded in 1992, Bluedrop has over 100 employees and is headquartered in St. John's, NL with 5 additional offices in Canada and the US.

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