

FOR IMMEDIATE RELEASE

eScholar Launches Interactive Blog Focused On All Things Education

New corporate blog “Transform: Ed Observations” introduced in conjunction with eScholar’s new corporate website

White Plains, NY, December 22, 2011 – eScholar, a leader in driving the application of research and data to personalize education, today announced the introduction of [Transform: Ed Observations](#), an all encompassing blog that captures insights and observations of the education market. Discussing the impact of data within education from legislation to student use, Transform will be a timely and interactive blog, championed by eScholar’s CEO and Founder Shawn Bay and fueled by voices from around the industry. The blog is introduced as eScholar makes a number of changes to its website and closes the books on a successful year that has seen growth, awards and new opportunities.

“We are excited about the introduction of Transform as it provides eScholar a voice and a platform to better interact and communicate with its growing list of customers, partners and the education market as a whole,” said Shawn Bay, CEO and founder of eScholar. “The proliferation and use of data in education spans every level and improves education outcomes. Transform is well situated to become a collaborative platform from which best practices can be shared, insights can be learned and educators, regardless in roles, can have a voice.”

In conjunction with the introduction of Transform, eScholar has refreshed its corporate website to better illustrate its growing market share of 18 million students, expanded suite of products and services, as well better highlighting how its customers are using data in unique ways to improve the education outcomes of it students. 2011 was highlighted by a number of key announcements, including the introduction of new customers, new product offerings and increased industry recognition.

- [Recognized as Top 100 Reader’s Choice Award From District Administration Magazine:](#) eScholar Complete Data Warehouse® for PK-12 was recognized by the top public school administrators in the country as an innovative product and service that made a positive difference in their districts in 2011. “The nominations offer a view into the inner workings of how districts use products to help solve particular issues,” said Judy Faust Harnett, District Administration’s editor in chief.
- [Texas Education Agency:](#) eScholar’s technology will be leveraged by more than 1,100 districts and more than four million students in Texas. Deployed as a district facing warehouse, eScholar Complete Data Warehouse will allow administrators and teachers access to valuable operational and student-level information from which to make decisions.
- [Santa Ana Unified School District:](#) eScholar Complete Data Warehouse® for PK-12 was selected by California’s Santa Ana Unified School District to create an

early warning alert system that will help them students that are either “at risk”, or overachieving.

About eScholar

eScholar is the nation's leading innovator in applying billions of individual education data points to the needs and goals of each person. eScholar customers are realizing significant improvements in their ability to meet mandated reporting requirements but more importantly in their ability to improve pre-K through postsecondary student achievement. The eScholar Complete Data Warehouse® products are the most comprehensive solutions available for integrating, cleansing, and managing thousands of education related data elements. The eScholar Uniq-ID® products are the leaders in generating, assigning, and managing statewide unique student and staff identifiers. Relied on by 13 state education agencies and over 4,800 districts across the country, eScholar products transform the way educators use data. For more information about eScholar, visit www.escholar.com or call 877-328-2969.

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