



**FOR IMMEDIATE RELEASE**

**eScholar Recipient of District Administration Magazine Award**

***District Administration and its Readers Identified eScholar As Making a Difference in Education Innovation in the 2011 Top 100 Readers' Choice Award***

**White Plains, NY, November 21, 2011** – eScholar, a leader in driving the application of research and data to personalize education, today announced that the eScholar Complete Data Warehouse® for PK-12 (eScholar CDW) was awarded District Administration Magazine's Readers' Choice Top 100 Products of 2011. After receiving a record number of nominations, the Readers' Choice award recognized outstanding products that are credited with making a difference in education and continuing to push the level of innovation. Representing the top public school administrators in the country, District Administration readers were asked for nominations of innovative products and services that have 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," says District Administration's editor in chief, Judy Faust Hartnett.

eScholar CDW is the industry's most robust and mature longitudinal data warehouse solution on the market. Delivered as a Commercial Off The Shelf Solution (COTS), eScholar CDW is the foundation for 13 statewide implementations and more than 4,000 districts that represent 35% of the nation's students. eScholar's suite of integrated data management products is the de facto standard for the collection, management, warehousing and reporting of education data.

"It is a great honor to be recognized by the readers of District Administration considering that they work with eScholar's technology on a daily basis to improve education," said Shawn Bay, CEO and founder of eScholar. "eScholar is focused on empowering educators and administrators at all levels through access to valuable information to improve the education outcomes of students. eScholar continues to expand the breadth of our solutions for PK-12 and drive the adoption of actionable data into the daily routine of administrators, teachers and students."

Today's announcement falls on the heels of eScholar announcing its selection as the foundation for the Texas Education Agency's adoption of eScholar Complete Data Warehouse® for PK-12. A significant project, 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 CDW will allow administrators and teachers access to valuable operational and student-level information from which to make decisions. eScholar CDW integrates and consolidates this information – otherwise dispersed across the enterprise and in disparate data sources – enforcing integrity and applying data quality and validation to ensure consistency.

**About District Administration**

District Administration is a monthly publication covering all of the important topics faced in today's K12 school systems. With a circulation of more than 73,000, District Administration reaches top decision-makers in virtually every school district across the country. Subscribers are district-level leaders in K12 education, including superintendents, assistant superintendents, curriculum directors, business officers, IT directors and federal funds administrators. For more information, visit:

[www.DistrictAdministration.com](http://www.DistrictAdministration.com).

#### **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](http://www.escholar.com) or call 877-328-2969.

#### **Contact**

Daysie Kratz  
eScholar, LLC  
914.989.2937  
[dkratz@escholar.com](mailto:dkratz@escholar.com)

Bill Cox  
Experience Communications for eScholar  
208.381.0001  
[bill@experiencecom.com](mailto:bill@experiencecom.com)