

FINAL RELEASE

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eScholar Leverages Pitney Bowes Business Insight in New Data Warehouse Product

Pitney Bowes® Sagent® Data Flow™ Solution v6.5 Enables Data Integration for Postsecondary Student Reporting and Analysis

Lanham, MD—October 29, 2009—[Pitney Bowes Business Insight](#), the leading global provider of data quality and location intelligence solutions, today announced that eScholar LLC, a leader in education data management software, is leveraging the Sagent® Data Flow™ Solution v6.5 with the eScholar Complete Data Warehouse® for Postsecondary (CDW-PS). The integration with the Sagent Data Flow solution allows eScholar to further facilitate longitudinal reporting and analysis of a wide range of education data from early childhood through postsecondary education. By tracking students' academic performance over an extended period, educators and administrators can view progress and identify trends, pinpoint success factors and weaknesses, monitor at-risk students and efficiently allocate instructional and professional development resources.

The Sagent Data Flow solution enables eScholar to access, merge and validate student data from multiple, disparate sources before it enters the data warehouse. eScholar's CDW-PS is able to integrate more than 500 postsecondary specific data elements, including institution and campus attributes, student and staff demographics, qualifications, student educational background, courses, course enrollment, degrees earned, financial aid, transfer information and more. Once the data is integrated, it is used to drive decision-making and help educators evaluate and improve educational programs, performance metrics, and comply with No Child Left Behind (NCLB) requirements. In addition, CDW-PS can be combined with existing eScholar Complete Data Warehouse® for PK-12 implementation or any other data warehouse to provide a complete solution for a P-20 Longitudinal Data System.

Education reform has initiated an increase in reporting requirements, accountability measures and requests for information. These requests require the full context of data in order to be actionable. Therefore, it is important that all data collected by a school district that relates to an individual student's performance remains tied to that individual, creating a comprehensive record that can be tracked throughout their academic career.

“Combining the capabilities of eScholar Complete Data Warehouse® for Postsecondary product with the powerful data integration capabilities of the Sagent Data Flow solution, we can now deliver a data management solution that is easy to use, flexible and scalable to meet the

individual needs of each education agency, institution or district,” said Stuart Colvin, eScholar fellow. “Educators today need to track education trends in different programs, evaluate their impact on students and determine how successful their schools and teachers are at enabling students to make forward progress in their education.”

“The educational system has a myriad of different data sets that need to be dissected and analyzed to make better decisions about curriculums, areas for improvement and overall student well-being,” said Scott Arnett, product manager and strategist for Sagent Data Flow solutions, Pitney Bowes Business Insight. “We are proud to be working with eScholar to help provide educators with a complete platform for aggregating student information and tracking results.”

About eScholar LLC

eScholar is the nation's leading education data management company focused exclusively on improving education by providing educators with the most effective data management tools possible. eScholar products are the most broadly deployed data warehousing and student/staff identification systems. 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 11 state education agencies and over 3,500 districts across the country, eScholar products are transforming the way educators use data.

About Pitney Bowes Business Insight

Pitney Bowes Business Insight (PBBI), a division of Pitney Bowes Software Inc., a wholly-owned subsidiary of Pitney Bowes Inc., provides a unique combination of location and communication intelligence software, data and services that enable organizations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximizing the value of data, PBBI provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organizations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.pbinsight.com and www.pb.com for more information.

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