

For Immediate Release

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SOFTWARE ANSWERS UNVEILS NEW PROGRESSBOOK™ SUITE PACKAGING AND BRAND IDENTITY

Developed and Acquired Products Lead to a Suite of
Web-based K-12 Products to Accelerate Academic Achievement

Cleveland, OH - November 16, 2011 – Software Answers, Inc. announced today it has unveiled new product packaging and an updated logo for its **ProgressBook Suite** of student, classroom and district management web solutions used by K-12 public school districts, private schools, charters and education service centers.

In 2002, ProgressBook started as a single, web-based grade book application used by a handful of school districts for teachers to move hard-copy grade books to the web. ProgressBook has been expanded, enhanced and grown through in-house software development (Cleveland), through product acquisition, and with business partnerships. ProgressBook is now used by over 800 school districts across the U.S. Today, Software Answers offers six K-12, web-based, school district management applications. The ProgressBook Suite includes an Instructional Improvement System (IIS) to meet and exceed Race to the Top requirements.



Paul Chaffee, Software Answers CEO/CFO said, “This repackaging and rebranding initiative is a direct result of the continued growth of our company and product offering, as well as a desire to refresh the look of our products. There are a lot of amazing changes going on at Software Answers and we want people to see how far we’ve come. The new product packaging and naming aligns with a more straight forward and easy-to-understand positioning.”

Regarding the logo redesign, **Mark Reesing, Software Answers, Sales and Marketing Director** said, “For our logo, we used a more contemporary, bold font, and stayed with a bright red and blue that are frequently associated with K-12 education. The outdated school house and home were replaced with a stylish graphic element of a mortarboard and tassel, representing the ultimate goal of educators - helping to shape children’s futures.”

Solon, Ohio-based marketing firm Goldstein Group Communications was engaged to develop the new brand identity. For the thousands of school web sites displaying the ProgressBook logo for teachers, administrators, parents and students to access their school systems, grades, homework and more, the new logo is now available to download from the Software Answers web site.

- more -

PAGE 2 – SOFTWARE ANSWERS UNVEILS NEW PROGRESSBOOK SUITE PACKAGING AND BRAND IDENTITY

As part of the product repackaging, ProgressBook becomes the umbrella brand for the suite of six Software Answers web-based K-12 applications. Each product has its own logo which includes the ProgressBook name in a similar design, making all ProgressBook applications look and feel like a true, family of products. Visit www.Software-Answers.com to see the new logos. Applications include:

- **GradeBook:** Classroom lesson planning using standards-based state requirements, assignments, teacher grade book, attendance, lunch counts, online progress reports, report cards, control of ParentAccess content and more.
- **SpecialServices:** Special education (IEP) and gifted student online forms, progress tracking, educator collaborating, state department of education compliance and reporting.
- **StudentInformation** (formerly known as DASL): Student information system containing contact information, medical records, fees, calendars, transcripts, graduation eligibility, proficiency assessments, state reporting, course scheduling and third-party application integration.
- **DataMap:** Data intelligence providing teachers with specific, actionable benchmarks to teach and emphasize, helping students gain differentiated instruction and improve standardized test scores.
- **VirtualClassroom:** In development and being built upon the company's VLA application that has powered the [JCESC](http://www.JCESC.com)'s online educating product used in every U.S. state and 23 countries for eight years. It will include preloaded curriculum, curriculum sharing, student online tests, quizzes and homework for students both inside and outside the classroom. VirtualClassroom will be released in time to be implemented for the 2012-2013 school year.
- **ParentAccess:** Online web site giving parents and students 24/7 access to homework, grades, progress reports, report cards, student schedules, attendance, school resource and more.

ProgressBook applications are all integrated, are compatible with Windows and Mac-based operating systems, include extensive reporting, and are feature rich with options that can be turned on or off enabling school districts to run the software as their school district operation requires.

Benefits of ProgressBook applications include reducing time spent on administrative tasks, aligning education with state standards, increasing teacher efficiency, and improving and speeding parent involvement in children's education processes, all helping to accelerate student academic achievement.

About Software Answers, Inc. - [Software Answers](http://www.Software-Answers.com) provides K-12 school districts with web-based student, classroom and district-wide solutions. ProgressBook™ is Software Answers' suite of applications used by over 5 million educators, parents and students to increase teacher efficiency, align education with state standards, and increase parent involvement in children's education processes. Software Answers is adding to and enhancing their suite of products to meet and exceed Race to the Top IIS standards. The company is headquartered in Brecksville, a Cleveland, Ohio suburb.

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