

SOFTWARE ANSWERS

For Immediate Release

Contact: Janice R. Schenk
800-638-5212, x3008

SOFTWARE ANSWERS EXPANDS LEADERSHIP TEAM AND SUPPORT STAFF

ADDITIONAL NEW HIRES PLANNED FOR PRODUCT EXPANSION

Brecksville, OH - August 24, 2010 – Software Answers, Inc., a provider of web-based software for the K-12 education market, announced today that it is expanding its employee base by 50 percent. The company was at 38 employees in December 2009, and plans to have 57 full and part-time employees when the expansion is complete.

CEO of Software Answers, **Paul Chaffee** said, “More and more school districts are using our ProgressBook™ software to achieve great results in their students’ education. We’ve hired more employees as well as promoted from within for this recent and anticipated growth. In addition, we’ve now optimally structured our business units based on past experience as well as other software industry leaders’ successes and suggestions.”

The company promoted three individuals to newly-defined product leadership positions:

- **Heather Cronbaugh** to Product Manager. Cronbaugh has 12 years of experience in education and technology for advancing education, having worked with both school districts as well as technology centers that support school districts. Ms. Cronbaugh frequently speaks at educator association conferences on the topic of technology to improve special education and gifted programs.
- **Dale Limburg** to Product Manager. Limburg is one of the original software designers of Software Answers’ flagship product, ProgressBook. Mr. Limburg’s background includes 15 years in consulting and leading software design and architecture for both Software Answers and other corporations including Haines & Company.
- **Tony Mujic** to Product Manager. Mujic brings a decade of senior level product engineering and design to manage Software Answers’ flagship product, ProgressBook. Prior to joining Software Answers, Mr. Mujic developed and guided technology for other regional and national technology firms including Great Lakes Integrated and Océ Groupware Technology.

- more -

PAGE 2 -SOFTWARE ANSWERS EXPANDS LEADERSHIP TEAM

In addition, Software Answers hired:

- **Mark Reesing** as Director of Sales & Marketing. Reesing joins Software Answers from California-based Blueprint Solutions, where he served as Director of Client Accounts. Mr. Reesing's background includes ten years with Xerox in new business development and sales management, specifically offering technology solutions to varied markets.

Software Answers is aggressively adding employees, including beginner to senior level application developers, quality assurance, and documentation specialists. Established management team members are: Scott Miller - CTO, Joya Newman - Client Services Director, and Chris Aiello - IT Director.

About ProgressBook™ - ProgressBook is a web-based, integrated solution used by K-12 school district principals, teachers, guidance counselors, administrators and curriculum directors. Components include attendance, teacher lesson planning, grading, report cards, parent access and special services. The solution is instrumental in helping school districts improve the quality of education by using state-recommended, standards-based guidelines, speeding school-to-home communication with 24/7 parent and student access, and reducing teacher administration time providing more opportunity for quality classroom instruction. ProgressBook is used by over 75% of Ohio public schools, and being readily accepted by school districts nationwide.

About Software Answers, Inc. Software Answers is a technology firm serving the education market, providing K-12 school districts with solutions that optimize teacher time, improve teacher-parent communications, and advance the quality of education. Software Answers' flagship product, ProgressBook™, is used by over 1 million teachers, administrators, parents and students in 600+ school districts across the U.S. The company is headquartered in Brecksville, a Cleveland, Ohio suburb. Visit www.ProgressBook.com to learn more, or contact:

Janice Schenk
Corporate Marketing
Software Answers, Inc.
800-638-5212, x3008
SchenkJ@Software-Answers.com
6770 West Snowville Rd., Suite 200
Brecksville, Ohio 44141

###