



Pearson and eChalk Collaborate to Help Schools with Online Communication and Instruction Management

Pearson selects eChalk as Independent Software Vendor for online communication and instruction management

NEW YORK (May 23, 2012) – eChalk, the preferred software platform among K-12 schools in managing communication and instruction, announced today that Pearson has added the company to its K-12 Technology Independent Software Vendor (ISV) Partner Program. This partnership will create a suite of online tools for the 21st century learner, allowing Pearson and eChalk to jointly bring functionality to market and extend Pearson’s PowerSchool student information system (SIS) capabilities. By easily integrating student data into a central hub, PowerSchool users can connect, communicate, and collaborate around personalized learning. This new partnership will create a stronger connected education community for all stakeholders.

“We are very excited about this partnership, as it allows us to enhance our communication tools within PowerSchool,” said Luyen Chou, chief product officer with the K-12 Technology group of Pearson. “We believe that partnering eChalk with PowerSchool will allow us to bring unrivalled student data management and collaboration capabilities to the broad student populations served by both PowerSchool and eChalk.”

eChalk provides a flexible framework and easy-to-use tools to meet the emerging needs of teachers and students. Through eChalk, schools can easily create and maintain school websites and class pages, help teachers apply safe social networking experiences to curriculum lessons, and provide parents with a window into their children’s education. eChalk users also have mobile access to the platform through an app for Android[®] and iOS[®] devices.

“We are working collaboratively with Pearson to provide school leaders with effective tools for increasing parental involvement, student engagement, and teacher effectiveness,” said Martin Brutosky, CEO of eChalk. “Just the simple action of automatically synchronizing the eChalk classroom roster from Pearson is a tremendous quality and time improvement for teachers, and that is just the beginning.”

About Pearson

Pearson (NYSE:PSO), the global leader in education and learning technology, aims to help people make progress in life through learning. Pearson's leadership spans pre-K12, higher education, and corporate learning globally. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information about the K-12 Technology group of Pearson, visit www.pearsonschoolsystems.com.

About eChalk

eChalk software is the preferred platform among K-12 schools to manage communication and instruction. The company's patented software enables K-12 schools and districts to increase community engagement and improve student outcomes while saving time and streamlining technology systems. eChalk products safely connect more than 1 million school leaders, teachers, students and parents to the people and information they need to make learning successful. eChalk is headquartered in New York with regional offices throughout the country to provide customers with personalized tech support and hands-on training, consistently earning the company the highest customer satisfaction and renewal rates in the education industry. Visit echalk.com to learn more.

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