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**School Loop® Hires Kim Whitten to serve as Vice President of Sales**

***Experienced sales executive joins leader in K-12 communication and collaboration software***

San Francisco, CA – February 4, 2010 – School Loop, a leader in K-12 web hosting and school-to-home communication, has announced the hiring of Kim Whitten, an 21-year veteran in the field of education technology. She will take on the position of Vice President of Sales.

“Kim Whitten built her career as a passionate advocate for improving student success with technology,” said Mark Gross, the company’s CEO and Founder. “She will lead School Loop’s expansion out of California, first into the Southeast, and then nationwide.”

As the Director of the Southern Region at Scientific Learning Corp. from 2005 to 2009, Whitten opened the company to new territory and converted the lowest-performing region into the consistently highest-producing region in only four years. Before her tenure at Scientific Learning, she spent two years as Vice President of Sales and Marketing at Tranquility Solutions, Inc., where she more than tripled company revenue in less than two years, positioning the company for a successful acquisition by a leader in the education market.

“My decision to join School Loop was easy after talking with Mark. His vision for supporting the entire education experience of each student provides all members of the education team with the information needed to keep students on track, in school, and accountable for their own success,” said Kim Whitten. “The call for innovation in education is competing today with the toughest financial challenges educators have experienced in decades. School Loop uses brilliantly-engineered, affordable, web-based technology to support virtual student-centered professional learning communities that make differentiated instruction a reality for every student every day. I am excited to

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accept responsibility for growing our team of sales consultants to partner with districts across the country in keeping students on track and everyone in the loop.”

Whitten also served as Sales Manager, Southern Region, at Pearson Education Technologies from 2001 through 2003, where she led a team selling six lines of software to K-12 districts. From 1997 to 2000, she was a Regional Sales Manager in the Education Software and Service Division at NCS. The following year, she was promoted to National Sales Manager, a title she held from 2000 to 2001.

Prior to entering the education technology field, Whitten taught mathematics at Chamberlain High School in Tampa, FL, from 1986 through 1989. She is one of many former teachers currently working at School Loop, including CEO/Founder Mark Gross, Lead Trainer/Co-Founder Dede Tisone, Director of Services Bob Charpentier, and others.

Whitten holds a BA in Mathematics and has completed postgraduate study in Education Research & Management at the University of South Florida. She is a member of the Pi Mu Epsilon Honors Mathematics Fraternity and the Kappa Delta Pi Honor Society in Education.

### **About School Loop**

Founded by a teacher in 2004, School Loop is an online service that helps K-12 district keep students in school and on track. Over 1800 schools in 21 states use services from School Loop. School Loop keeps everyone in the loop so students get the chance they deserve. For additional information, visit School Loop on the web at [www.schoolloop.com](http://www.schoolloop.com).

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