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New Web 3.0 Drag-and-Drop Content Management System from School Loop makes Creation of Top-Quality Websites a Snap

Company offers 'School Loop Standard' free to first 100 district customers

San Francisco, CA— August 20, 2008 – School districts can now easily create and maintain functional, professional-looking websites with School Loop Standard, an easy-to-use hosted content management system from educational software company School Loop. Specially designed for school systems, School Loop Standard is now available at no cost to the first 100 district customers.

“Our new drag-and-drop CMS makes everyone a webmaster. Teacher webpages are created in a snap and everyone can publish news and events,” said Mark Gross, founder and CEO of School Loop and a former social studies teacher. “Now, districts, and the schools within districts, can easily have websites that offer parents, students, employees and community members a place to go for information that is timely and relevant. We want everyone to know about this great product, so we’re offering it for free to the first 100 districts. And there’s no ‘hidden costs’ in terms of mandatory advertising, sponsorships or selling of data. Schools and districts simply get a great, easy-to-use website system that provides a professional online presence.”

School Loop Standard uses drag-and-drop capabilities and WYSIWYG (What You See Is What You Get) technology, so that any user can design page layouts and navigation even if they don’t know HTML. A variety of professionally-designed page templates and color schemes allow districts to provide recommendations for a consistent look and feel across all schools in the district, as well as to allow schools to create their own public web presence.

The system also offers drop-and-drag content tools such as tables, directories, calendars, news sections, images and so on.

(more)

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School Loop Standard makes website maintenance easier for IT departments by providing unlimited bandwidth and storage, high-speed networking and full automatic backup. The system also allows schools to assign publishing rights to as many individuals as needed to avoid “information bottlenecks.” Consequently, schools can assign publishing rights to any number of administrative staffers for posting updates and schedules as needed, and teachers can have their own web pages for posting courses, homework and any other information needed to facilitate communication with students, parents and community members. Even students can be authorized to contribute content.

Districts can upgrade from School Loop Standard to School Loop Plus, an integrated one-click community outreach system. School Loop Plus helps teachers reach all households via school websites, multi-lingual voice messaging and personalized daily homework emails.

School Loop Standard launched beta testing with districts in the state of California in June. Beginning in August, the first 100 districts to sign up for School Loop Standard will receive it for free. Inquiries can be made by emailing sales@schoolloop.com. All schools within a district will receive free websites as part of the district agreement with School Loop.

About School Loop

Founded by a teacher in 2004, School Loop powers websites that deliver information across all divides. School Loop Plus offers next-generation websites for individualized communication -- for instance, when teachers post homework on a School Loop Plus website, voice messages are left in more than 20 languages for parents without computers, while parents with computers are informed through a daily homework email. School Loop Standard allows schools to create custom, professional public websites that publish school news, events and course information. School Loop helps everyone stay in the loop so students get the chance they deserve. For additional information, visit School Loop on the web at www.schoolloop.com.

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