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StudyBlue, Inc. Announces new CEO

Past Microsoft executive and veteran startup entrepreneur Becky Splitt brings 15 years of high tech experience to StudyBlue.

MADISON, WI—StudyBlue, Inc. is excited to announce that Becky Splitt has agreed to serve as the companies new Chief Executive Officer. Splitt joined StudyBlue in December 2008 as an advisor and has made an immediate impact on the corporate direction and philosophy. Splitt’s primary focus will be to craft strategic plans, drive continued growth, and promote investor and strategic partnerships.

Chris Klundt, Founder and President of StudyBlue, says, “Becky is an excellent addition to the StudyBlue team. She provides us with the analytical, technological, and entrepreneurial experience we needed. Becky is the ideal fit for StudyBlue.”

Splitt joined StudyBlue in January after spending over 15 years growing emerging tech businesses. Her first seven years were at voice processing start-up turned IPO, Brite Voice Systems. Splitt then spent seven years at Microsoft, where she led MSN’s international business and was director of the eBusiness Solutions group. Splitt holds a Bachelors Degree from the University of Wisconsin Madison, earned an MBA from The Barton School of Business, and has completed professional studies at Harvard Business School.

Becky Splitt is an exceptional addition to the StudyBlue team and will help drive growth of the academic network, and cultivate our base of investors and strategic partners. Splitt understands that today’s college students are the most savvy Internet users in the market and she believes that StudyBlue is developing the most comprehensive tools to help college students study most efficiently.

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StudyBlue, Inc. Announces new CEO – Page 2

About StudyBlue.com

StudyBlue.com is an online academic network available to students and teachers at both high schools and colleges. The Web site provides a variety of study and organizational aids, course management features, academic networking capabilities, tutor matchmaking and other functions to assist students in improving their academic performance and help them study more efficiently. These tools also allow users to become part of a class-based, online, academic network enabling collaboration through the site to enhance the academic experience. For more information, visit www.studyblue.com.

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