

High Ed and High Tech Heavyweights Join the StudyBlue Board of Directors

Former Chancellor of the University of Wisconsin John D. Wiley and serial entrepreneur Eric Apfelbach join the StudyBlue Board of Directors.

MADISON, WI—StudyBlue, Inc. is proud to announce the addition of two new members of the Board of Directors. Joining current Board members Charles S. Wallman, a Securities Analyst and primary investor in StudyBlue, and CEO Becky Splitt are former Chancellor of the University of Wisconsin John D. Wiley and high tech entrepreneur Eric Apfelbach.

Wiley brings 30-plus years of academic expertise to the StudyBlue team. Wiley was Chancellor at the University of Wisconsin from 2001-2008, Provost and Vice Chancellor of Academic Affairs from 1994-2000, Dean of the Graduate School and University's senior research officer from 1986-1989, and joined UW-Madison as a faculty member in 1975. Wiley earned his Bachelors Degree from Indiana University and his Masters Degree and Doctoral Degree from the University of Wisconsin. Wiley's academic prowess as well as extensive institutional expertise on the administrative, faculty, and student side of higher education makes him an exceptional addition to the StudyBlue team.

Eric Apfelbach is the CEO of M2E Power, CEO Emeritus of Virent Energy Systems, founder of Alfalight, and serves as a Board member of M2E power, National Electrostatics (NEC) and Graphene Solutions.. Apfelbach provides StudyBlue with expertise in investor relations and extensive experience launching and growing emerging high tech businesses. Apfelbach is a member of the Board of the Wisconsin Technology Council and is an advisor for multiple venture capital firms.. Apfelbach's thorough understanding of start-up financing and organizational evolution are unparalleled assets for StudyBlue.

Becky Splitt, who joined the company as CEO in January, says "With the exceptional talents of both John and Eric, StudyBlue rounds out a team with deep expertise across key areas critical to the company's success. We couldn't have found two better additions to the StudyBlue board."

The recent additions to the StudyBlue team will help grow the academic network and cultivate StudyBlue's base of investors and strategic partners. StudyBlue understands that today's college

students are the savviest Internet users in the market and believes that the company is developing the most comprehensive tools to help college student's study most effectively.

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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