



**FOR IMMEDIATE RELEASE:**

## **Mark Chernis Joins SchoolNet as President & COO**

*Former President of The Princeton Review Joins Leader in K-12 Software*

NEW YORK, NY – April 23, 2008 - SchoolNet, Inc. the nation's leader in Data-Driven Decision Making for K-12 school districts announced today that Mark Chernis has been appointed President and COO of SchoolNet effective immediately. Mark will report directly to Jonathan D. Harber, co-Founder and CEO as SchoolNet continues to expand its leadership position in Instructional Management software for K-12 districts and connected learning communities.

"We are delighted, and frankly lucky, to have Mark join our team," says Jonathan D. Harber, CEO. "Having worked with Mark on our board for the last seven years, I have seen firsthand his passion for education and his tremendous operating talent. As SchoolNet drives deeper into formative assessment and parent connections, Mark's background from The Princeton Review will be particularly relevant. We see the opportunity to grow a significant education company that will help to positively impact our nation's schools."

Mark will maintain his position on SchoolNet's Board of Directors and will focus on developing the organization's infrastructure to service a growing number of clients, and increase levels of client satisfaction and profitability. During his 24 year career at the Princeton Review, he was critical in establishing their position as the market leader in test preparation. He was part of the team that orchestrated the successful execution of their national franchise expansion plan and as President and COO led the Princeton Review through their initial public offering.

"I have seen the tremendously positive impact that SchoolNet has had on school districts and I am excited to take a more active role at the company," says Mark Chernis, President and COO. "I look forward to helping SchoolNet attain its next phase of growth and profitability."

Over the years Mark has orchestrated more than 15 acquisitions and served on several corporate boards. Mark attended Vassar College and now lives in Bedford, NY where he is a publicly elected member of the Board of Education for the Bedford Central School District.

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### **About SchoolNet, Inc.**

SchoolNet, Inc. is the leader in Data-Driven Decision Making for K12 school districts. SchoolNet's award-winning Instructional Management Suite (IMS) helps districts improve efficiency and increase student achievement. SchoolNet's systems are built upon an open, scalable platform that provides users with the data, reports, tools, and content to develop teachers, individualize instruction, engage parents, and promote school improvement. SchoolNet's solutions are used successfully by many of the nation's largest school districts including Chicago Public Schools and the School District of Philadelphia. SchoolNet is recognized by Inc. Magazine's Top 500 List and Deloitte's Fast 50 and as one of the fastest growing private companies in the country. SchoolNet was founded in 1998 by MIT graduate Jonathan D. Harber and education author Denis P. Doyle. For more information, please visit [www.schoolnet.com](http://www.schoolnet.com)

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