

FOR IMMEDIATE RELEASE

Edupoint Announces the Rebranding of its Flagship GENESIS Solution Suite

GENESIS and GENESEA to become the Synergy Education Platform

Irvine, CA (November 21, 2011) – Edupoint™ Educational Systems, a leading student information system (SIS) solutions provider to the national K-12 market, today announces the rebranding of the company's flagship solution suite. Edupoint's GENESIS™, GENESEA™, and Revelation Technology™ suite of products is being rebranded as the Synergy Education Platform™.

"The Synergy brand name and Education Platform descriptor reflect the evolution of our GENESIS and GENESEA solutions as they have matured into a powerful student data management platform for education," says Rob Wilson, Edupoint's President and COO. "The new Synergy name better represents the benefits derived from our integrated solutions and expresses the importance we've placed on engaging all the stakeholders in the education process. The Education Platform descriptor describes this living, breathing framework that allows us to continually innovate and extend our products and deliver new functionality to meet the needs of the education market today and in the future."

The Synergy Education Platform and new enhancements made by Edupoint in their fall 2011 release, move the product suite beyond student and special education information data management. New features foster collaboration and interaction between the constituent groups – parents, students, teachers, and administrators – and more than ever before, truly inform the education process along the way.

"The Synergy brand reinforces Edupoint's singular focus of K-12 data management," says Robert Weathers, Edupoint's Founder and CEO. "From core student data to individual and classroom performance against standards, to IEPs and state reporting, our focus has not changed. Over the past five years, every decision and every product enhancement that has been made to our solution offerings has been moving us toward our vision of a true education platform. We've made so many significant steps toward achieving that vision of a true product suite that we felt now is the time to truly put a definition to describing where we've come. We are excited about where we have been and what we have accomplished, but even more excited about where we are going as a company."

The Synergy Education platform remains a true web-based student information system designed by thought leaders in K-12 SIS technology. Robust out-of-the-box functionality streamlines data management, fosters collaboration, and improves decision making for immediate results. GENESIS has become Synergy Student Information System. GENESEA has become Synergy Special Education. Revelation Technology (RT) has become Synergy Technology (ST). The VUE products – ParentVUE™, StudentVUE™, TeacherVUE™, AdminVUE™, and LessonVUE™ – will keep their existing brand names and remain fully integrated within the Synergy Education Platform.

About Edupoint

For thirty years, the leadership of Edupoint Educational Systems, LLC, has set the standard for K-12 student information management systems. Their innovative solutions have been used by thousands of schools to manage millions on students. Today, the company empowers a new era of self-sufficient school districts with solutions built on Synergy Technology, its extensible, scalable, rapid application development platform. These solutions include Synergy Student Information System, an enterprise-level student information system, and Synergy Special Education, a comprehensive special education management system. To learn more about Edupoint, visit www.Edupoint.com.

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