

Media Contact:

Dan Morris, eChalk Press Office: 646.723.3406; [dmorris@echalk.com](mailto:dmorris@echalk.com)

**John Hickey, Education Technology Pioneer, Joins Board of eChalk, Inc.**  
*Innovative Company Headed for Rapid Growth*

New York, NY (January 31, 2008)—eChalk, Inc, a leading provider of Web-based communication tools to primary and secondary schools across the country, today announced the appointment of John Hickey to its board. Hickey brings nearly 30 years of leadership in innovative technology, education, and international markets. His appointment comes as eChalk, one of Deloitte & Touche’s Technology Fast 50 companies in New York, expands to help more K-12 schools reach learning and instructional goals, providing all the elements of a digital classroom—websites, email, lesson planning, moderated discussions, grade publishing, and file storage—within a safe and secure system.

“eChalk’s value proposition—a comprehensive, user-friendly online learning environment that enables all members of a school community to collaborate in a way that improves student achievement—is what sold me on the idea of joining the board,” Hickey said. “I see a great opportunity for growth.”

Hickey was COO and president of Renaissance Learning from 1996 through 2006. During the first five years of his tenure, the company grew tenfold from \$12.6 million to over \$130 million in 2001. A publicly traded company since 1997, Renaissance now serves more than 73,000 schools, providing state-of-the-art computerized assessment and progress monitoring tools to improve how student achievement is measured.

His current company, KeyStep LLC, invests in K-12 growth opportunities at the intersection of cognition, instruction, and technological advancements to solve inherent learning inefficiencies.

“I founded eChalk with the idea that the K-12 market needs real-time, efficient information-sharing and communication tools similar to what Bloomberg has provided the financial sector,” said Torrance Robinson, eChalk’s President, who helped launch Bloomberg.com. “With John Hickey on the board, eChalk will have someone known for his unmatched ability to create rapid growth in difficult markets.”

At eChalk, Hickey will deepen the proven expertise and knowledge base of a distinguished board and management team at a time when technology industry leaders and education experts alike understand the need for entrepreneurial practices that enable the private sector to serve the public interest.

“Visionary product developer, breakthrough marketer, strategic thinker—John Hickey fits the profile of eChalk, a company that pushes the boundaries of how technology enhances learning and closes skill gaps,” said Marshall “Mike” Smith, eChalk board member and former deputy education secretary in the Clinton Administration, where he was one of the first champions of online learning in the 1990s.

**About eChalk, Inc.**

Founded in 1999 and headquartered in New York City, eChalk is committed to helping schools succeed by providing a comprehensive online environment that supports leadership, teaching, and learning. With eChalk’s safe and secure Online Learning Environment, every school and district community member has appropriate access to event calendars, homework assignments, school board meeting minutes, online discussions, resources, student grades and other information. By improving communication and collaboration, eChalk helps K-12 districts to achieve their learning and instructional goals. Visit [www.echalk.com](http://www.echalk.com) for more information.

###