

1NEWS RELEASE
For Immediate Release

For more information contact:
Emily Garner
QED
800-525-5811, ext. 9421
egarner@qeddata.com

Charlotte Andrist
Andrist Public Relations
770-578-8007
candrist@bellsouth.net

**TeleParent Educational Systems Selected as a
Finalist for the *EdNET* 2007 Industry Awards**

*Developer of automated parental notification solution lauded for its
important contributions to the education industry*

DENVER (Aug. 15, 2007) – The Heller Reports, a QED company and leading provider of education market news and events, announced today that TeleParent Educational Systems is a finalist for the *EdNET* 2007 Rookie Award. The Rookie Award, now in its 15th year, is part of the prestigious *EdNET* Industry Awards program that recognizes organizations that have made important contributions through their products and programs to the education industry in the past year.

Teleparent offers a completely hosted parental communication service that utilizes Internet and telephone technology to inform parents of essential information regarding their child's classroom experience. The system goes beyond broadcasting general notifications through intuitive new services that allow all educators, from superintendents to teachers, to send custom messages about each student to each parent. Originally developed by a secondary school teacher, the service enables teachers to communicate important messages to parents, effectively impacting daily classroom behavior, performance and achievement. Further, the TeleParent solution sends messages in over 25 different languages automatically. It is the first school-to-home system that employs a team of translators working towards transcending language barriers to ensure that every parent gets the information they need. To ensure safety, TeleParent's emergency calling capability is capable of contacting up to one million recipients per hour.

“TeleParent's main focus is to involve parents, of all backgrounds, early and often by allowing administrators and teachers to effectively communicate with them on a daily basis. Efficient, meaningful communication enhances and encourages parental involvement, thereby improving student achievement,” said Matt Hartman, chief executive officer of TeleParent Educational Systems. “It is a real honor to be recognized for something we feel so passionately about – improving education through innovation.”

A panel of leading education industry experts selected the finalists for the *EdNET* 2007 Industry Awards, which is sponsored by The Heller Reports and Quality Education Data (QED), a Scholastic company and leading provider of integrated marketing services for the pre-K through higher education markets.

The *EdNET* Rookie of the Year Award honors the most promising start-up venture that is less than two years old and has the greatest potential to be a significant player in the education industry in the coming years.

“The organizations recognized as finalists this year embody the leadership and far-reaching thought that is so vital to the success of our nation’s students. The *EdNET* Awards recognize the hard work and dedication that these businesses have devoted to providing greater educational opportunities for all students,” said Michael Jay, president of Educational Systemics, the coordinators of this year’s Industry Awards Program.

“Today’s education business community is full of visionaries who are pushing themselves and their organizations to bring innovative new ways of educating today’s youth to market. The products, services and ideas represented by this year’s *EdNET* Industry Award finalists are exceptional. We’re honored to have the opportunity to showcase them at this year’s *EdNET* conference,” said Andy Lacy, general manager of QED.

Award winners will be announced on Sept. 11, 2007, during the *EdNET* Conference in Chicago.

For more information about the awards program, visit www.QEDData.com or phone 800-525-5811, ext. 9421. For more information about TeleParent, visit www.TeleParent.net or phone 800-688-6077.

About *EdNET*

The *EdNET* Industry Awards program was created in 1992 to champion the efforts of progressive organizations helping to revitalize the nation’s educational system. The program has become a focal point of the *EdNET* Conference, the education market’s premier annual networking conference produced by The Heller Reports, a Quality Education Data company. The *EdNET* Conference brings together education executives, school administrators, and policymakers to network and build strategic business partnerships. The *EdNET* 2007 Conference will be in Chicago on Sept. 9-11. For more information about the *EdNET* Conference and awards program, visit www.QEDData.com or phone 800.525.5811, ext. 9421.

About TeleParent Educational Systems

TeleParent Educational Systems was formed in 2003 by a middle school teacher with a mission to create an effective way to keep parents informed about their child’s school experience on a daily basis. TeleParent has revolutionized K-12 school-to-home communications efforts with its automated parental notification system.

Currently, the communications solution is being used by over 600 districts and schools nationwide; with over 600,000 families in Southern California alone receiving comprehensive and effective multi-lingual messages from educators.

TeleParent is headquartered in Fullerton, Calif. For additional information please call 800-688-6077 or visit www.TeleParent.net

###