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CEA ARRANGES PRIVATE EQUITY FINANCING FOR eSCHOOL DATA, LLC

November 17, 2009. Communications Equity Associates (“CEA”) announced today that it represented eSchool Data, LLC. (“eSD”) of Bohemia, NY in arranging a total of \$3,000,000 of Series A Preferred Stock. The financing was provided by AU & Associates, LLC, a family office focused on providing both growth capital and strategic support to stakeholders and management of successful small and mid-market businesses.

eSD is a leading provider of web-based Student Management Systems (“SMS”) to K-12 schools in the United States. eSD’s SMS is the most secure, mature, web-based SMS on the market today; tracking student enrollments, attendance, schedules, grades, discipline, assessment scores and transcripts. Additionally, eSD has the ability to easily and more automatically input and harvest data for other needs including curriculum mapping and integration of third party applications such as individual educational programs for tracking students’ learning disabilities, resources and special needs programs; as well as delivery of all this information down to the classroom teacher. Because eSD’s software was designed to strictly adhere to the National Center for Educational Statistics (“NCES”) design standards, the required data elements are already intelligently imbedded into the software. As a result, eSD automatically produces complex reports in accordance with NCES and State accountability standards. Additionally, because of the complex business logic embedded into its software, eSD provides school districts with the ability to effortlessly monitor an ever expanding variety of data variables, including all aspects of enrollment and performance data.

“AUA invests in businesses that solve a clearly defined market need, and whose management team has a track record of success, domain expertise, and growth experience. eSchool Data has all of these factors” states Andy Unanue, CEO of AU & Associates. “We are excited to partner with them to support their continued growth and success.”

John (Juan) R. Morrison, Managing Director, assisted eSD with this financing. Mr. Morrison is based in CEA’s New York, NY office.

About CEA

Founded in 1973, CEA is a leading provider of investment banking services and private equity to the global communications, media, entertainment, and information technology industries. With a team of highly experienced personnel worldwide, CEA has an unequalled depth and breadth of industry knowledge, expertise and long-standing industry relationships. CEA has completed over 900 transactions totaling \$40 billion in 60 countries. CEA’s and its affiliates also manage, co-manage or participate in a worldwide family of private equity funds with committed capital of approximately \$1.15 billion for private equity investments in the industries CEA serves. CEA’s reputation and track record of success are built on delivering innovative, value-added solutions and services to clients worldwide. CEA Atlantic Advisors, LLC is a FINRA Registered Broker-Dealer and a member of SIPC.

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