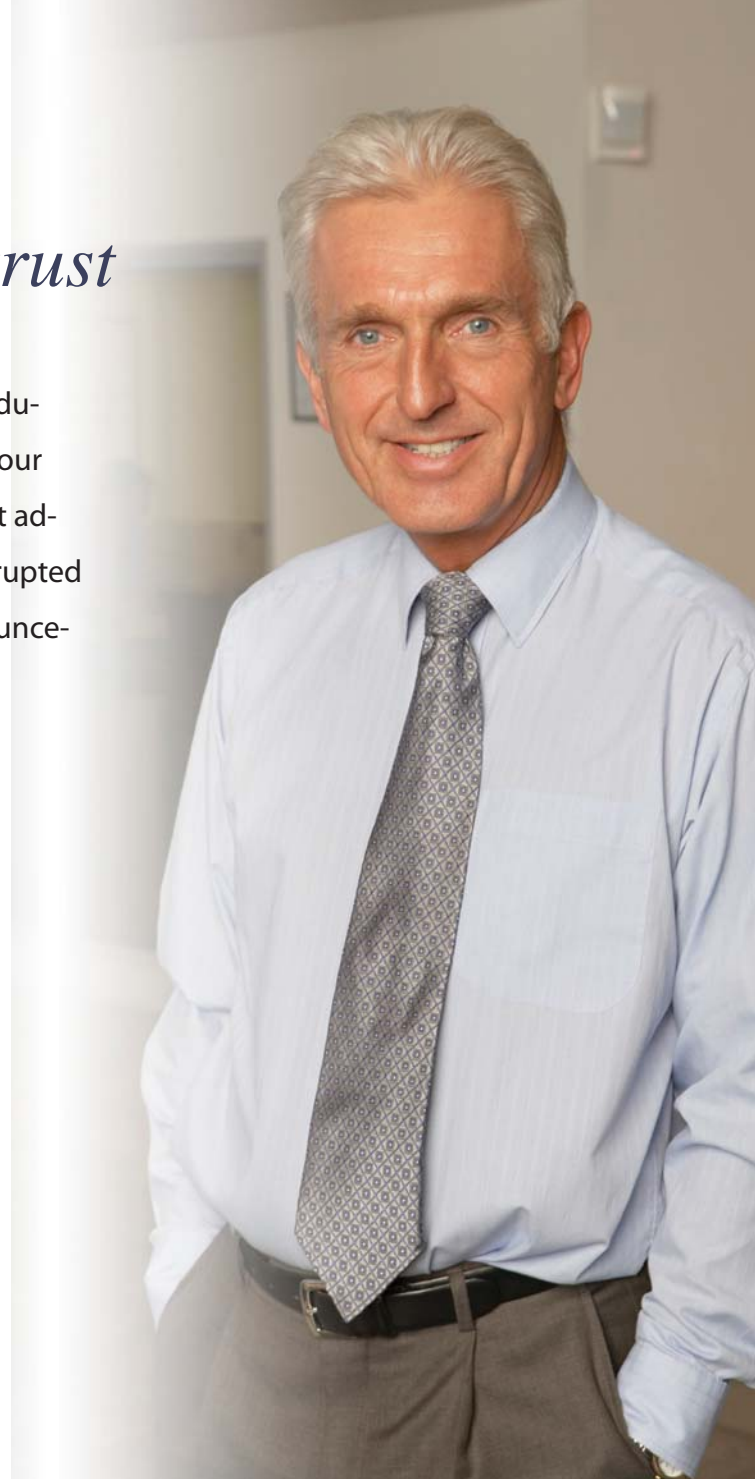


SchoolMessenger *the partner educators trust*

At SchoolMessenger, we are trusted advisors to educators all across the United States. Since 1999, our notification solutions and services have ensured that administrators and staff always have a reliable, uninterrupted line of communication – whether it's a routine announcement or an emergency situation.

Benefits for Higher Education

- Increased revenues and increased enrollments from automatic payment/registration deadline reminders.
- Improved safety and security through rapid alerts to students and staff.
- Greater awareness of events and activities -- and increased turnout and participation.



“Amarillo College has found SchoolMessenger to be a gold mine! We have a tool to deliver messages to students and prospects that they appreciate, without burdening staff with endless phone calling.”

-- Brad Johnson
Dean of College Advancement
Amarillo College
Amarillo, TX

SchoolMessenger Desktop

the original plug-and-play calling system

SchoolMessenger Desktop is perfect for a single department where ease and simplicity are required. Utilizing your own computers and phones, you can be up and running in a matter of minutes. SchoolMessenger Desktop is designed to operate in the background so you can continue working on your computer while the system automatically makes calls and sends e-mails.

Get Started in Minutes

It's easy to enhance communication. Simply record your message and click Send. SchoolMessenger works hard to ensure your message is delivered—trying multiple phone numbers, trying back when the line is busy or when no one answers, even leaving messages on answering machines and voicemails. Schedule calls for specific days, times and more — it's flexible.

Get Results

Streamline accountability and document your communication efforts with SchoolMessenger reports. Generate reports over any date range, for any type of call—even for a single recipient.



SchoolMessenger Desktop comes with everything you need to get started in minutes, including true USB Plug-and-Play!

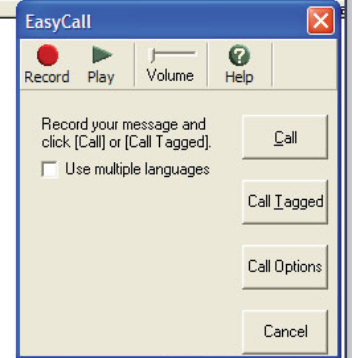
Update Service

Automatically and securely check for new updates to ensure your system always has the latest patches and enhancements.

Advanced Text-to-Speech¹

Provide even more personal messages by speaking any information without having to record. To learn more visit: schoolmessenger.com/text-to-speech.

New Applicants		
Stu ID	Name	Phone
1020	Anderson, Joshua	2015744279
1967	Andrews, Kevin	2015759067
10555	Angeli, Deanna	2015754675
39583	Antera, Chyvonne	2015747517
10748	Asamilla, Heather	2017773007
1759	Blanchard, Mauro	2017775231
1385	Blevins, Michael	2015757310
3047	Blevins, Zackery	2015757590
3048	Bloomsness, Aaron	2017665697
3896	Blunt, Joshua	5747537
4084	Boggs, Alisha	2015751440
2058	Bohannon, Tyler	2015751129
52236	Bond, Heidi	2017663107
10563	Bonomo, Ilana	2017665197
3934	Boone, Frank	2015756177
10894	Borsato, Cody	2015757567
4088	Botenhagen, Kynda	2015753947
1128	Chin, Tracey	2015741716
1165	Chow, Aaron	2015754771
3674	Cohen, Adam	2015752003



When you need to reach large or small groups about an event, an upcoming deadline, balances, due -- or anything else -- just record, preview and call. Recipients get the message in your voice, automatically.

Flexible Access

Use this powerful calling technology from anywhere through the PC, the phone, and -- with the optional Web Access Package¹ -- any Web browser.



¹Additional module.

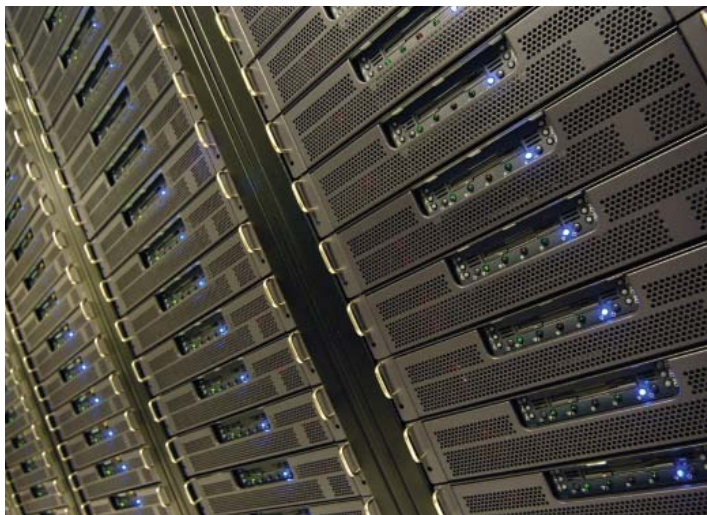
SchoolMessenger ASP Plus

hosted calling service

Among all the products in the marketplace, SchoolMessenger ASP Plus sets the standard for hosted notification solutions. ASP Plus is SchoolMessenger's premiere, fully hosted solution that ensures you are in complete control when 24 x 7 x 365 communication is a necessity.

Massive Calling Capability

SchoolMessenger ASP Plus offers incredibly fast calling speeds — making thousands of calls per minute with no restriction on call length. A sophisticated congestion management algorithm dynamically manages call



initiation rates, which maximizes throughput without overloading the local switch. ASP Plus also uses a proprietary answering machine algorithm, Accu-Sense,™ to help you get 95 percent confirmed message delivery.

The Power of Choice

ASP Plus integrates seamlessly with other SchoolMessenger notification solutions. This capability gives you the true power of choice. By leveraging existing telecom investments such as PRIs, Cisco Unified CallManager,™ or a SIP-compatible PBX, you get the best value for your notification dollar without sacrificing the reliability and massive calling capacity of ASP Plus.



Congestion at the area into which calls are being delivered creates a natural limit to the calling rate. SchoolMessenger ASP Plus optimizes delivery rates with its Congestion Management Algorithm.

Uninterrupted Availability

Starting with fault-tolerant software, SchoolMessenger ASP Plus is designed to be carrier grade. And, hardware is clustered so when a machine fails, the system keeps running. ASP Plus is hosted by a leading business Internet colocation company renowned for its world-class standards. Whatever the problem – natural disaster, power failure, fire – SchoolMessenger ASP Plus is protected to the max. ASP Plus also provides an accurate, emergency-ready database, the highest possible level of security,



SchoolMessenger CommSuite

leveraging your telecom investment

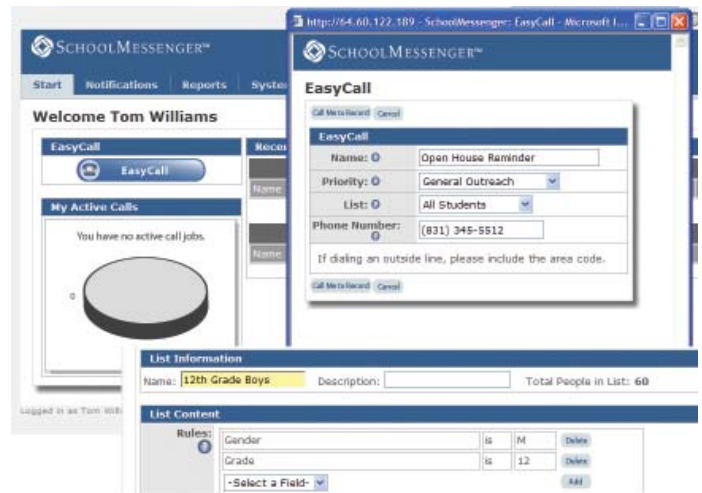
SchoolMessenger CommSuite is the enterprise notification system that puts the power and reach of your existing telecom infrastructure to work for you. CommSuite seamlessly integrates with all elements of your communication technology: LANs, WANs, high-end servers, desktop PCs in the classroom, IP-based phones, traditional phone systems, and cell phones. SchoolMessenger CommSuite gives you nearly unlimited flexibility to communicate how and when you want.

Turnkey Scalability

SchoolMessenger CommSuite is a turnkey hardware and software solution that can be configured to meet a wide variety of capacity and redundancy requirements. For a small institution, a single server with as few as six ports is an excellent match. For large enterprises, the system can be scaled up to accommodate multiple servers, hundreds of ports and thousands of users. SchoolMessenger CommSuite meets your needs, no matter how simple or complex.

Multimodal Communication

CommSuite works in a variety of telecom environments and is certified for integration with Cisco's Unified CallManager. This allows you to leverage your investment in Cisco IP Telephony and gives you the capability of broadcasting phone, e-mail and print messages to any size audience in multiple languages. And even if you don't use IP Telephony today, you can still take advantage of the only parent notification solution to meet the rigorous *Technology Developer Partner* certification requirements of Cisco Systems, Inc., the global leader in networking for the Internet.



The Web-based interface includes EasyCall, which allows authorized users to quickly record and send messages.


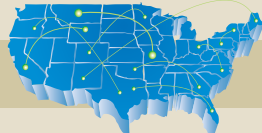

Common User Interface

SchoolMessenger ASP Plus and CommSuite share a common user interface that lets you access the system via the Web or by standard and wireless touch-tone phones. The interface is intuitive, easy to use and visually appealing. Learning time for users is minimized so they can focus on their primary job – education.



Use the optional integration with Cisco CallManager to leverage your investment in IP Telephony.

Solution Selection Guide

	 SchoolMessenger Desktop	 SchoolMessenger ASP Plus	 SchoolMessenger CommSuite
Solution Summary	The original site-based calling system. Designed for single departments of all sizes. Allows you to quickly and easily send notifications.	Fully hosted communication service. Reach parents quickly and easily without any on-premises hardware or software.	Enterprise notification platform. Fully Web-based application, integrates with district's telecom investment.
Solution Features and Capabilities			
Easy announcements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Emergency notification	<input checked="" type="checkbox"/> *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *
Automated messaging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lowest long-term cost	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Exclusive Cisco integration	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fully hosted model	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Multi-language messaging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*with optional ASP coverage pack

“SchoolMessenger has taken the load off of my staff, so that they can make only the calls that involve a lot of discussion (with a student). SchoolMessenger serves me in the area of reminders, updates, courtesy calls, etc., which is a great service for our 10,000 plus students.”

-- Permelia Luongo
 Student Information Services Director
 Midlands Technical College
 Columbia, SC

Building Customer Satisfaction and Trust

Educators agree that SchoolMessenger provides superior notification solutions. But there's more to the story than just great products. Starting with our senior executives who created the first calling systems for schools in 1984, the people at SchoolMessenger have a deep understanding and respect for the needs of educators.

Once the right solution is implemented, our team of training, service and support experts takes on the role of caring for you as a member of the SchoolMessenger family. Our customer care philosophy is based on friendliness, courtesy and quick service.

At SchoolMessenger, we're proud that a recent nationwide survey reported our customers have an overall satisfaction level of 97 percent. But more importantly, we're proud of the fact that we have built a level of trust with educators that is unprecedented. For education professionals charged with the responsibility of informing their community, nothing is more important to them than being



able to count on the company that provides the solutions. SchoolMessenger is proud to be the trusted advisor educators can always count on.

Key Industry Relationships, Better Data Integration

The success of SchoolMessenger solutions in more than 6000 education institutions underscores an important point. Educators want absolute assurance they will have continued easy access to existing student information, no matter what notification system is implemented. This demand for ensured compatibility and automatic updating of contact information is why SchoolMessenger has forged strong, long-lasting relationships with the industry's leading data management companies.

The Results Educators Demand

When educators implement SchoolMessenger solutions, they get results.

- Improved safety and security through proactive communications
- A more involved community by reaching contacts in the preferred language.
- Increased revenues driven by payment reminders.

SchoolMessenger solutions are powerful tools that let you fully engage the community. And, as an educator, you know that communication is essential if you are to achieve the ultimate result you demand – academic success.