



EducationDynamics Announces Three New Executive Appointments

John Mathew, Sean Johnson and Don Alava Join Post-Secondary Education's Leading Interactive Marketing Company as VP of Operations, VP of Creative Services and VP of Marketing Respectively

Hoboken, New Jersey (March 31, 2008)—EducationDynamics, the leading [interactive marketing](#) services company focused on helping higher education institutions find, enroll and retain students, today announced three new additions to its corporate staff. John Mathew has been appointed to Vice President of Operations and Sean Johnson as Vice President of Creative Services for the [Enrollment & Retention Services Division](#) of EducationDynamics. In addition, Don Alava now serves as Vice President of Marketing for eLearners.com[®], part of the [Prospecting Services Division](#).

"We are honored to welcome these new members to the EducationDynamics team," says Steve Isaac, CEO of EducationDynamics. "John, Sean and Don each bring demonstrated passion and creativity to helping colleges and universities attract quality students, minimize attrition during the enrollment window and increase student retention rates. In conjunction with their unique experiences and unparalleled industry insight, each will contribute immeasurably to the success and growth of EducationDynamics."

As Vice President of Operations, John Mathew brings more than 15 years of experience in building email marketing operations and technology infrastructure to support EducationDynamics' Enrollment & Retention Services Division. Prior to joining the EducationDynamics team, Mathew served as Vice President of Operations at Epsilon, Return Path and 24/7 Media. A seasoned executive, Mathew possesses extensive leadership, managerial and strategic development savvy that will undoubtedly aid EducationDynamics in its pursuit to help colleges better serve their students.

Responsible for the design and creative strategy for over 250 programs and leading the interface development for a suite of Internet-based products, Sean Johnson serves EducationDynamics as Vice President of Creative Services. In the past, Johnson worked with the Enrollment & Retention Services Division in a consulting capacity while pursuing other business initiatives as a partner in Zosima, a Colorado-based web development firm. Johnson is well-versed and skilled in the areas of marketing strategy, copywriting, interface design, user testing and research, and is noted as a thought-leader on the topic of design as a tool for competitive advantage.

Don Alava, who joins the EducationDynamics team as Vice President of Marketing for [eLearners.com](#), is tasked with increasing consumer awareness and generating visitors to the eLearners.com website. Utilizing nearly 20 years of experience in direct and web-based marketing, Alava directs cross-functional teams in the implementation of marketing campaigns, display media, search engine marketing, content creation, graphic design, web analytics, and consumer research, as well as other promotional and public relations activities. Previously, Alava has held senior marketing positions at both Drexel University Online and MedCases, and honed his managerial prowess as an Account Supervisor at Avenue A/Razorfish, previously known as i-Frontier.

About EducationDynamics

EducationDynamics, a portfolio company of Halyard Capital, is the leading marketing and information services company dedicated to helping higher education institutions find, enroll and retain students. Its content-rich and highly visible education websites, including EarnMyDegree.com, eLearners.com, GradSchools.com, StudyAbroad.com, and its more than 50 special interest microsites, make EducationDynamics the premier provider of qualified prospective students for colleges and universities. In addition, the company offers a full suite of web-delivered

services proven to drive enrollment growth and reduce student attrition. For more information, visit <http://www.educationdynamics.com>.