



PRESS RELEASE

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FOR IMMEDIATE RELEASE

SchoolOne Attracts Silicon Valley Executive

Cleveland, OH—SchoolOne hired Silicon Valley executive Bob Longo as its President recently. Longo’s goal is to expand SchoolOne’s product and services reach in the K-12 education market. Also joining SchoolOne is Henry Patel in the role of Vice President of Business Development.

Longo has a distinguished career in the technology industry, working with companies like Apple Computer, where he held several senior positions, including Division President of PowerSchool. Longo was a major contributor in building Apple’s education market dominance in the 1980s. He also was the CEO of Carnegie Mellon University’s technology spin-off, Carnegie Learning, President of Surefind Information, Co-founder of Revive Technologies, and was hired as one of the first executives at NeXT Computer, which Steve Jobs founded after leaving Apple. Most recently, Longo was based in Palo Alto, CA, where he was a senior executive for the Australian-based Etech, the makers of Studywiz. Longo also serves on several boards for West Coast organizations.

Patel also has an extensive education technology background, with nearly 20 years’ experience in engineering, sales, marketing, and business development for companies such as Apple. Most recently, Patel served online learning technology company ETech Group as Vice President, overseeing sales and business development for the Americas.

Micki Tubbs, CEO and Co-founder, said, “We are pleased that Bob is joining us and welcome the leadership and expertise that he brings to our team. His well-known skill at building companies in the education technology industry will be especially valuable to take our divisions to their next levels. This is a perfect time to add someone of Bob’s caliber to our team to help us navigate the opportunities that will be created in the exciting months ahead. Likewise, Henry’s solid experience makes him an excellent choice to lead our business development team.”

Co-founder Michelle Tomallo said, “Part of Bob’s success in the education market is that he comes from an education background, which coincidentally, is rooted in Ohio. Bob completed his undergraduate degree at John Carroll University and later served on its faculty. He also taught at Miami University of Ohio, where he received his master’s degree, and at Lakeland College, Tri-C, and Padua High School in Parma. However, being from western Pennsylvania, Bob doesn’t discuss football with our staff but assures us he is a big Cavs fan.”

Mayor Frank Jackson indicated that SchoolOne/FIT Technologies is an example of the many outstanding technology companies that call Cleveland home. “Their ability to attract a great talent from Silicon Valley signals to other businesses that Cleveland is a great place to live and work,” said Mayor Frank Jackson. “Our quality of life, great higher education facilities and location on one of the largest fiber trunks in the nation, means that companies like School One are able to expand their business and attract quality employees.”

Longo said, “I hoped that I would get a chance to come back to Cleveland at some time in my career as I have many good friends and colleagues here. It is incredible that there’s this technology-rich jewel prospering right in the middle of downtown Cleveland. I feel privileged to be invited to help Micki and Michelle and their team build upon the solid foundation they have created. In the end, the real winners will be successful students and the many stakeholders in our schools, homes, and communities.”

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Headquartered in Cleveland, the company is a privately-held, female-owned entity which employs 150 staff. The company is celebrating its 10 year anniversary in 2009 and operates three business units:

SchoolOne.com :: SchoolOne provides technology services, a web-based student information system, and accountability consulting to thousands of K-12 users in several states in public, private and charter schools.

FIT Technologies is a full-service IT company that offers managed service solutions, hosting, application development, technical and help desk support, telecommunications services and Internet connectivity.

CampusOutfitters.com :: Campus Outfitters provides school uniforms, embroidered logo wear, gym apparel, and spirit wear to over 300 K-12 schools nationwide through retail locations and an online store.