

TopSchool Raises \$8 Million in Growth Capital Series C Funding

MK Capital to Join Company's Board of Directors

Denver, CO – July 20, 2010 – [TopSchool](#), today announced that it has secured \$8 million in its third round of venture capital funding, which was led by [MK Capital](#). In addition to driving product and infrastructure development for increased performance of its SaaS Student Lifecycle Management system, the capital will be used to fund increased account management support.

“The market demand for new technology in higher education brings tremendous potential,” said Karen Buckner, partner and Chief Operating Officer at MK Capital. “TopSchool is leading the way in Software as a Service solutions in higher education by delivering an innovative and simplified approach to student information management, which is critical to administrators today. We’re pleased to be a part of this exciting time for the company and its clients.”

The Denver, Colorado-based company offers [Student Lifecycle Management](#) (SLM) solutions for higher education. TopSchool’s solution is delivered in a Software as a Service model, and goes beyond the capabilities of a traditional [college student information system](#) (SIS). It provides the portal for prospective students, the customer relationship management (CRM) system to manage prospects through admission, the SIS to track and manage the institution’s students from enrollment through program completion, and finally, a reporting suite to measure outcomes and improve offerings. Additionally, the system easily integrates with other third party applications.

“We are happy to welcome MK Capital to the TopSchool family, rounding out a strong and supportive group of investors, including New World Ventures, Alsop Louie Partners and Access Venture Partners,” said Matthew Schnittman, president and CEO of TopSchool. “In talking with higher education administrators, there is a definite need for a next generation student information management solution like ours, and our unmatched capabilities are ideally meeting and exceeding this demand. The Series C funding will be instrumental in taking our business to the next level, enabling us to better serve our clients and embrace the market opportunity before us.”

“We look forward to having Karen join our board of directors and believe she will serve as a great asset in helping oversee the future of TopSchool,” said Chris Girgenti, managing partner of New World Ventures. “The company is gaining tremendous momentum in a market that has otherwise been relatively inactive in terms of technology advancement. We believe that TopSchool’s stability and the strength of its management team coupled with its flexible approach to student information management positions the company for continued growth and success.”

About TopSchool

TopSchool (www.topschoolinc.com) built the first SaaS student administrative system in higher education to address the key aspects of the student lifecycle. The company's Student Lifecycle Management (SLM) system goes beyond the capabilities of traditional [college student information systems](#), and includes a customizable student portal, easy-to-use CRM and SIS components and an intelligent reporting suite. Schools can easily manage all student information from recruiting through retention in a central location, and they can deliver more student services more efficiently. The TopSchool system gives student-centric institutions the power to direct their own administrative tools, empowering them to drive growth, reduce costs and meet accountability requirements.

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