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**FORTUNE MAGAZINE NAMES SCHOOL CHOICE INTERNATIONAL
CEO, LIZ PERELSTEIN, AS ONE OF THE 2010 MOST POWERFUL
WOMEN ENTREPRENEURS**

WHITE PLAINS, NY – October 5, 2010 — School Choice International (www.schoolchoiceintl.com), a worldwide educational consulting service specializing in school placement in private, public and international schools, is pleased to announce that Founder and President, Elizabeth Perelstein, has been named one of *Fortune* magazine’s “2010 Most Powerful Women Entrepreneurs.” Ms. Perelstein was one of only ten women nationwide to receive the honor this year. As a winner, she joins 400 of the world’s most influential women leaders in business, philanthropy, government, education and the arts when she participates in the annual *Fortune* Most Powerful Women Summit in Washington D.C. October 4-6.

“The Summit is all about powerful and influential women sharing ideas,” said Pattie Sellers, *Fortune* Editor at Large and Chair of the Most Powerful Women Summit. “With small business being the engine of economic recovery, it is most important to do all we can to help the best and brightest entrepreneurs expand their horizons and their companies.”

Ms. Perelstein, a seasoned educator, developed School Choice International in 1998 while an expatriate in London to help families that were relocating or repatriating internationally or domestically choose the right schools for their children.

“I’m absolutely humbled by this honor from *Fortune*,” said Ms. Perelstein. “When I founded School Choice I knew that I was venturing into new territory and creating a company to serve a very important need – helping parents get the best education for their child, anywhere in the world. I never imagined I would be recognized as a leader and innovator for my work or that I would be invited to collaborate with some of the smartest women in the country.”

School Choice International was founded on the concept of “goodness of fit” – no matter where in the world a family is located. They help families choose the best school for their children based on the full understanding of the child, including unique personal values and family circumstances. School Choice International’s extensive knowledge of educational systems and individual institutions help to deliver a personalized recommendation based on the child’s and family’s needs. From answering questions about different education programs, to researching the right fit for children, School Choice International guides families through one of the most important aspects of educational transitions.

Prior to School Choice International, Ms. Perelstein was a teacher, an educational administrator, a school board member, and has worked at all levels of education, from nursery school through university. She holds two Master's Degrees, in Educational Administration and Public Policy, from the University of Chicago. School Choice International is also a WBENC-Certified Women's Business Enterprise. She is also actively involved in the Women's President's Organization, the Employee Relocation Council, Society for Human Resource Managers, Families in Global Transition, Expat Academy, and Forum for Expatriate Management.

About School Choice International

School Choice International, headquartered in White Plains, N.Y., is the leading global educational consulting service specializing in school placement services in private, public and international schools, from nursery through college. With more than 100 experienced consultants in 50 locations globally, School Choice International works with families, school and employers, including Fortune 100 and Fortune 500 companies, to help find the right schools for children. An industry leader in bringing needed initiatives into the education arena, School Choice International founded the British International School and Global Education Explorer, the only Web-based resource for families to compare education across the globe. School Choice International also conducts research projects and policy analysis for corporations, schools and governments seeking strategic policy decisions or implementations. Visit them at: www.schoolchoiceintl.com, www.schoolchoiceny.com, or www.globaleducationexplorer.com.

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