



Contact: Jean Mann
Director of Client Relations
T: 914-328-3000
Jean.Mann@schoolchoiceintl.com

Business and Media Announcement:

School Choice Announces Leadership Changes

(White Plains, New York- January 17, 2012) In response to rapid growth and expansion into new education-related markets, School Choice has expanded its infrastructure and is announcing several big executive changes for the New Year:

- Elizabeth Perelstein is now the **Chair of The School Choice Group** and its divisions. In this expanded role, Liz will oversee the overall strategy and new ventures of the parent corporation and its divisions.
- Timothy Dwyer has been promoted to **Chief Executive Officer of School Choice International** and other divisions of The School Choice Group where he will manage headquarter operations and assist with creation and implementation of strategy and new ventures.
- Lisa Young has been brought on in the newly created position of **Director of Operations**. Lisa will work with the divisional teams in implementing strategy and operations.

These executive changes will enable their growing and diverse client base to receive quality services targeted to their specific needs and locations worldwide. These changes follow the move of School Choice (in August of 2011) to larger space to 150 Grand Street in White Plains, NY, and its expanding partnership, Global Education 360. Global Education 360 is School Choice's selection of best in class parent resources that includes test preparation, tutoring, college placement, special education advocacy, financial aid, childcare and summer program services.

About The School Choice Group

The School Choice Group, and its divisions, including School Choice International, is the leading global educational consulting service specializing in school placement counseling for private, public, and international schools, from nursery through college. With more than 100 experienced consultants in 50 locations globally, School Choice works with families, school, and

employers, including Fortune 100 and Fortune 500 companies, to help find the right schools for children, anywhere in the world. An industry leader in bringing needed initiatives into the education arena, The School Choice Group chair, Elizabeth Perelstein, co-founded the British International School and School Choice International brought to market Global Education Explorer, the only Web-based resource for families to compare education across the globe. School Choice International also conducts on-site training for group moves and research and policy analysis for corporations, schools and governments setting or re-evaluating education policy. Elizabeth Perelstein, the Chair and Founder of the School Choice Group, one of ten to receive Fortune Magazine's Most Powerful Women Entrepreneur awards. In 2011, School Choice International was placed on Inc.'s 500/5000 list of fastest growing companies. In 2012, Ms. Perelstein will receive an Enterprising Women of the Year Award. Visit them at: www.schoolchoiceintl.com