



**FOR IMMEDIATE RELEASE**

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**Launch of New Education Data and Marketing Company Announced**

*Agile Education Marketing to provide the K-12 education business community with comprehensive school, district and personnel data for their marketing needs*

DENVER, Colo. (September 1, 2009) – The Agile Education Marketing company was launched today with the purpose of providing the K-12 education business community with an innovative and cost effective new data and marketing option. Formed earlier this year, Agile has leveraged the latest technologies to rapidly collect K-12 school, district and personnel data as well as develop a full suite of database processing solutions.

Data is becoming available now with a comprehensive school, district and administrator file slated to be fully available in September. A complete teacher name file is scheduled for late fall. Agile has focused time and talent on quickly and accurately building this database from the ground up. The latest technologies have also been employed to develop a state-of-the art list selection system that will enable the selection, modification and output of a marketing list in just minutes.

Robert O'Dell, Managing Partner of Agile stated, "We're collecting data faster and more accurately than anyone else in the market. That's a huge advantage for our customers. But on top of that we're able to deliver that data in a fraction of the time it takes our competitors. With both budgets and personnel stretched thin, Agile is offering a great alternative to the current education data options."

Mailing and email lists will be available from Agile. Additionally, Agile's technical team will be able to provide customers with quick turn on database processing services such as merge/purge, de-duplication, and CASS certification. The Agile team has extensive background in the education market place and will consult with clients about their marketing objectives and the best ways to achieve their goals. The team's knowledge of the market will also be evident in the timely data selections that are being collected to help customers capitalize on current opportunities.

"After the sale of Quality Education Data we recognized a real need in the market for innovation in the education data space," said Verlan Stephens, Managing Partner of Agile. "We're excited to work with customers to help them more effectively and efficiently target the school market. In these tough economic times being able to deliver quality data, list processing services, and insightful consultation without a huge price tag is really a necessity."

Visit [www.agile-ed.com](http://www.agile-ed.com) for more information.

**About Agile Education Marketing**

Agile Education Marketing is dedicated to helping K-12 education businesses be more successful through the delivery of comprehensive school, district and personnel data; marketing consulting; and a full suite of database processing services. Founded in early 2009 by the former Director of Information Technology and Database Compilation and the former Director of Customer Solutions for Quality Education Data, Agile is the newest education database and marketing company in the market. The company employs the latest technologies to more efficiently collect and deliver data. The savings recognized by this innovative data collection and delivery methodology makes Agile the most competitive education data choice available.

For more information, visit [www.agile-ed.com](http://www.agile-ed.com) or call 866.783.0241.

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