

SMART TUTION

*Financial Solutions for Schools and Parents*

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## PRESS RELEASE

### For Immediate Release

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## SMART TUTION ANNOUNCES NEW CEO

### Matt Knapp Named New Chief Executive Officer of Smart Tuition

**Woodbridge, New Jersey — October 23, 2014** — Smart Tuition, the country's largest independently-owned tuition management company, announced that its Board of Directors has appointed Matt Knapp as Chief Executive Officer, effective November 1, 2014. Knapp previously held the position of President. Andrew Goldberger, Smart Tuition's previous CEO, will continue to serve on the company's Board of Directors and will lead a recently-formed company focused on providing a software as a service (SaaS) platform to the Early Childhood Education marketplace.

"I have spent 14 years working with schools and built an incredible team - which in turn built a robust, ever-growing financial platform for parents and administrators," said Goldberger. "As I step away from day-to-day management of this amazing company that I have been so blessed to see grow, I know that nobody is better suited to lead Smart through this next chapter of product innovation and growth than Matt. His vision and leadership are admired by our entire industry."

Since joining the company in 2013, Knapp has spearheaded strategy and technical shifts across the company's school-focused products and services, most notably the move to its newest software platform and the continued upgrades to the industry's first mobile application for parents. Knapp also directed Smart Tuition's sales team which delivered record-setting 2013-14 results.

"We have an amazing team here at Smart Tuition that lives out their passion to help parents and school administrators every day," said Knapp. "Our combination of talent and industry-leading technology helps ensure a flawless payment experience every time. I'm thankful for the opportunity to continue Andrew's great work helping parents and educators. We have a tremendous culture here at Smart Tuition, and it's an honor to play a part in our continued success."

According to Smart Tuition's Chairman, Mark Ullman, "Matt is clearly the best person to lead Smart Tuition through the next era of its development, and he has the unanimous support of our Board. Simply put, Matt has a fantastic track record of helping schools and families all over the U.S., and of leading high performing teams."

Jordan Schwartz, the company's Chief Technology Officer, believes the future has never been brighter at Smart Tuition. "Our technology team has almost doubled in size since we first started collaborating with Matt. His vision to see what school administrators truly want and holding us accountable to deliver nothing less than the best is exactly why our team loves coming to work every day."

Founded in 1989, Smart Tuition is a leader in providing business intelligence and a robust student billing platform through its SaaS offerings. The company was ranked the 18th fastest growing company in the education sector in *Inc. Magazine's* 500/500 fastest growing companies issue. This was the second year in a row that Smart Tuition was recognized by *Inc. Magazine*.

For more information about Smart Tuition, please visit our website at: <http://www.smarttuition.com> or contact Marla Leung at [mleung@smarttuition.com](mailto:mleung@smarttuition.com)