

FOR IMMEDIATE RELEASE

Weld North Acquires Truenorthlogic

Paving the Way for Educators to Excel and Students to Succeed

SANDY, Utah – April 7, 2014 – Weld North Holdings LLC, an investment company led by former Kaplan, Inc. CEO Jonathan Grayer, announced today that it has acquired a 100% interest in Truenorthlogic. Terms of the agreement were not disclosed. The acquisition of Truenorthlogic allows Weld North to continue to solidify its leadership in the K-12 digital education market and provide Truenorthlogic with the capital required to continue to advance its market-leading products and services.

Sandy, Utah-based Truenorthlogic is the market-leading provider of SaaS-based K-12 talent management solutions. Since its founding in 2000, Truenorthlogic has grown to become the leader in the K-12 talent management solutions segment, providing its technology and services to more than 1,500 U.S. districts including eight of the largest 20 districts such as the New York City Department of Education, Chicago Public Schools and the Los Angeles Unified School District. The Company has achieved significant growth and has been ranked on the Inc. 5000 list six times as one of the fastest growing companies in America.

Weld North's investment will additionally bring industry expertise, resources and strategic direction to help accelerate Truenorthlogic's growth. The partnership will allow the Company to operate more effectively and further build out its award-winning software platform. Weld North's extensive experience in the digital education marketplace will help ensure Truenorthlogic's sustained market leadership and product innovation.

Truenorthlogic will operate as an independent entity within Weld North's education portfolio. Jeanette Haren and her senior management team will continue to lead the company. Truenorthlogic clients can expect continued, uninterrupted quality service and support.

Generation Ready, a portfolio company of Weld North, will work closely with Truenorthlogic to improve educator effectiveness and drive student success. Truenorthlogic will combine leading-edge technology experience with Generation Ready's deep school improvement and professional development expertise to work collaboratively with K-12 teachers and school leaders to improve educator effectiveness. The combination of Weld North Education's application assets, consisting of Truenorthlogic's talent management solution and Generation Ready's Avatar product, will now be used by more than 1 million educators to help facilitate their professional development.

"We have achieved many accomplishments with our top-tier clients first as a start-up, then as a fast-growing niche provider to become the leader today in the K-12 talent management market. We have a lot to be proud of, however we're determined not to slow down," said Jeanette Haren, President and Chief Executive Officer of Truenorthlogic. "Weld North's investment in Truenorthlogic will facilitate taking our company to the next level, allowing our employees, products and clients to flourish."



“Truenorthlogic has been working with many top school districts who continually have praised the effectiveness of their product in advancing the development of their educators,” said Adam Klaber, Manager Director of Weld North. “Providing them with additional capital for product development and growth and having them work closely with our existing portfolio of K-12 digital products and enhancement services will be a win/win for our clients and employees.”

ABOUT TRUENORTHLOGIC

Truenorthlogic is the K-12 expert in implementing actionable, web-based software solutions to support an educator’s entire professional growth cycle. The Truenorthlogic K-12 Talent Management Platform consists of a suite of modules to help with the management of induction, licensure and certification tracking, career management, growth plans, coaching and mentoring, observation and evaluation, professional learning, and differentiated pay. Built in collaboration with leading education agencies across the nation, Truenorthlogic is the only platform that brings the processes, workflows and data for all aspects of educator effectiveness together in a unified system. For more information, visit www.truenorthlogic.com.

ABOUT WELD NORTH

Weld North is an investment company concentrating on education, health and wellness, consumer services and marketing businesses. In partnership with KKR, a leading global investment firm, Weld North seeks to make control investments in businesses with high potential for long-term growth in cash flow. With strong and highly motivated management teams, the firm looks to accelerate growth through an obsessive focus on enhancing the customer experience, operational excellence, marketing expertise, and strategic and disciplined management. For more information, visit www.weldnorth.com.

ABOUT GENERATION READY

Generation Ready is the only national provider of professional learning services that uniquely combines deep instructional job-embedded expertise, innovative technology tools, and a targeted digital content library that ensures sustained professional growth and improved student learning. Many of our consultants have been trained in Australia, New Zealand, and Canada where instruction is considered some of the most effective in the world. Created through acquisition by Weld North Holdings LLC in September 2012, Generation Ready combines the deep expertise and resources of two long-renowned education organizations – Editure/AUSSIE Professional Development and JBHM Education Group. Our mission is to support teachers and school leaders in order to educate a stronger, more vibrant generation of students prepared to meet life’s challenges. For more information, visit www.generationready.com.

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Contact:

Caroline Wynne
Marketing Director
Truenorthlogic
801-520-0512
cwynne@truenorthlogic.com