FOR IMMEDIATE RELEASE
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eSchool Media Debuts New Website
eSchoolNews.com Now Features Refreshed Design, Enhanced Content,
and Mobile Optimization

Bethesda, MD (January 11, 2016) — eSchool Media Inc. today announced the launch of the redesigned version of its website www.eSchoolNews.com. Key features of the refreshed site include a cleaner and more engaging design, a fully responsive user experience with enhanced search and navigation, and the capability to easily share content with colleagues.

"As a leading website focused exclusively on the integration of technology in education, we needed to update the functionality to include a cleaner, more engaging design, to fully support our readers' growing use of mobile accessibility," explained Wendy La Duke, Group Publisher, eSchool Media. "And as a 21st century publisher our goal for the new site was to help readers find the news and information they need based on their interests and engagement within the site".

"If we wanted to inspire the education community to successfully use technology innovations to improve learning, developing a fully responsive site for our readers needed to be our top priority. Close to 30% of our readers access our content on their mobile device. Now those readers have a website that responds to their device to easily find and read critical news and information about technology in education," said Robert Morrow, CEO, eSchool Media.

Highlights of the website redesign include:

- A cleaner, more simplified design

- A fully responsive design optimized for phones, tablets, and desktops

- More efficient, user-friendly floating navigation

- The ability to conveniently share content

- Real-time, easy access to related content

- Quick, effortless downloading of white papers and other exclusive resources

-more-

eSCHOOL NEWS
www.eSchoolNews.com

eCAMPUS NEWS
www.eCampusNews.com

eCLASSROOM NEWS
www.eClassroomNews.com

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The new site's refreshed look, improved navigation, enhanced sharing functionality, and optimization for all mobile devices allows educators and the ed-tech community an opportunity to better interact with eSchool News.

About eSchool Media

With a combined, unduplicated audience of more than one million education decision makers, eSchool Media Inc. is the parent organization of three robust print, digital, and eMail networks, providing breaking news and vital information to brand-specifying buyers at every level of the education field:

- **eSchool News** (K-12)
  With approximately 945,000 visitors and readers—is found in print and on the internet at http://www.eSchoolNews.com
- **eCampus News** (Higher Ed)
  With approximately 94,000 visitors and readers—is found on the internet at http://www.eCampusNews.com
- **eClassroom News** (Teachers)
  With approximately 52,000 visitors and readers—is found on the internet at http://www.eClassroomNews.com

The eSchool Media family of networks serves ed-tech decision makers throughout the world, primarily in Canada and the United States. Our audience includes executive educators (from principals and every U.S. superintendent) at the building- and district-level in elementary and secondary schools; administrators (from chancellors, presidents, and deans to provosts, vice-presidents, and department directors) in two- and four-year colleges, public and private universities, and state university systems; as well as instructors, teachers, and professors of all subjects at every grade level. eSchool Media strives to provide the best news, information, and resources to help K-20 decision makers discover, evaluate, and procure technology to transform education and achieve educational goals.

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