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FINALSITE ACQUIRES SCHOOL WEBSITE

Bridge Growth Partners Portfolio Company Significantly Expands International Footprint

Glastonbury, CT – December 13, 2016 – Finalsite, the leading website provider and communications platform for the education industry, today announced that it has acquired School Website, the largest SaaS-based CMS software provider to schools in the UK. The acquisition strategically combines the user-centric creative design, marketing talent and CMS software of School Website with Finalsite’s industry-leading SaaS-based CMS, LMS and admissions platform, creating an unrivaled provider in the industry.

Following the acquisition of School Website, Finalsite will serve over 2,500 schools in more than 70 countries, with design studios, support teams, and software products from teams based in both Glastonbury, CT and London, allowing the company to better respond to the needs of its customers across many different geographies.

“Finalsite’s acquisition of School Website creates a phenomenal company with incredibly deep experience in all components of digital communications, offering schools a comprehensive suite of premium design, consulting services and analytics, backed by our proven, industry-standard software platform,” said Jonathan Moser, Finalsite’s founder and Chief Executive Officer. “I look forward to working with Daniel Clarke and the School Website team to build on the Finalsite Platform, while continuing to provide world-class service to our current and future independent and international schools, as well as to public schools and higher education institutions here in the US.”

“Bringing together School Website and Finalsite has tremendous strategic value, as it not only benefits both sets of customers, but also injects new momentum into the industry as a whole,” said Daniel Clarke, CEO and founder of School Website. “Our combined resources will give the company greater global coverage and the opportunity to invest heavily in the further development of our combined platforms, services and support to cement Finalsite as the global leader in online learning and communication to education. The strengths of both companies are highly complementary, as are our geographic location and portfolios in both the UK, US and the rest of the world. The entire School Website team looks forward to working with Jon and his team to turn that vision into a reality.”

About Finalsite

Founded in 1998, Finalsite is a global leader in SaaS web solutions and digital marketing for the education industry, serving over 1,500 schools in more than 70 countries. Finalsite is recognized for its award-winning design, best-in-class web software, and integration with a wide range of third-party data providers, including student information systems and social media applications. Finalsite provides

admissions offices with inbound and email marketing tools, as well as a robust, paperless enrollment solution, and serves teachers with a learning management system (LMS) to enable blended learning and flipped classrooms. Finalsity is based in Glastonbury, CT. Finalsity is a portfolio company of Bridge Growth Partners. For more information, please visit <http://www.finalsite.com>

About School Website

Founded by Daniel Clarke in 2004, School Website is the UK's leading provider of websites to education, with a portfolio of more than 450 independent schools and 600 primary and secondary schools, as well as the UK's leading multi-academy trusts. The company has become synonymous for its innovative approach to technology and in producing original user centric creative that is data driven - so to provide its customers with a higher conversion and better ROI. <http://www.schoolwebsite.co.uk>

About Bridge Growth Partners

Bridge Growth Partners, LLC is a growth-oriented private equity firm that targets investments in the technology and technology-enabled financial services sectors. Established in late 2013, Bridge Growth Partners brings together in one team premier investment, financial, operating, and strategic business building talent. The firm is committed to relationship-based investing, with a focus on supporting growth, operational excellence and world-class governance at its portfolio companies to create value for investors. For more information about Bridge Growth Partners, please visit www.bridgegrowthpartners.com.

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