



475 Park Ave South
4th Floor
New York, NY 10003
Phone: 212-360.2301
www.AristotleCircle.com

FOR IMMEDIATE RELEASE
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**OPEN ANGEL FORUM FINALIST ARISTOTLE CIRCLE RAISES OVER \$450K,
HIRES LEADING CHILDHOOD EDUCATION AND TESTING EXPERT**

***Entrepreneurs Shake Up Education and Admissions
with the Launch of Expert Network***

New York, NY – August 19, 2010 - Aristotle Circle, Inc., the leading education and admissions expert network, today announced a Series A round of financing that has raised over \$450K to date. The Series A round includes prominent angel and early-stage start-up investors including Michael Yavonditte. The New York-based company launched in August 2009 and became profitable November 2009. Aristotle Circle leverages a matchmaking model similar to the highly successful expert networks used on Wall Street to connect parents to Admissions and Education experts. The company will use the capital raised to accelerate technology and product development and expand services and marketing in both Pre-K to 12th grade and college domestic and international markets.

Aristotle Circle began fund raising efforts in April as a finalist at the New York Open Angel Forum. At the event, CEO and Founder Suzanne Rheault presented to over 20 prominent angel investors.

OAF Founder and noted entrepreneur, Jason Calacanis stated, "It's not surprising that Aristotle Circle landed a very solid angel round, as they had what investors are looking for: a compelling idea, in a growing market, executed by a strong management team."

Serial entrepreneur and investor Michael Yavonditte said, "The speed with which Aristotle Circle was able to raise this round of financing is a testament to its compelling business model and market opportunity and to the success of the Open Angel Forum in exposing promising start-ups to potential angel investors."

Aristotle Circle also announced the hiring of Dr. Kim Har as Director of Childhood Education. Dr. Har will lead development of products and services for the pre-college market, including childhood test preparation and tutoring.

"We harness our network of experts to deliver superior products and services to families and students who need help navigating all aspects of the education and admissions processes," stated Rheault. "We are thrilled to have an educator and researcher of Dr. Har's caliber leading development of our Childhood Education offerings."

Dr Har is an experienced educator and published Child Development, Psychology, and Education expert with more than 10 years of hands-on teaching and research experience. Dr Har earned a BS in Biology with a Minor in Psychology from MIT; a MA



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in Early Childhood Special Education from NYU; a MS in Developmental Psychology from Columbia Teachers College; and a Ph.D. in Education from UCLA.

Dr. Har said, "Working with children as both a teacher and researcher, I've seen what a difference the right games, activities, and learning tools can make. I was impressed by the quality of Aristotle Circle's products. I am extremely excited to join the team and put my experience and insight to use expanding its excellent childhood education and testing offerings."

About Aristotle Circle

Aristotle Circle connects parents to experts in admissions, education, and child development. The company offers services ranging from pre-K to graduate school admissions to Special Needs education and advocacy. Aristotle Circle's network of more than 200 vetted experts grows daily and currently serves over 500 clients in 26 states and 7 countries.

About Open Angel Forum

Open Angel Forum operates angel forums in eight cities for investors and entrepreneurs. The selection of companies to present is based strictly on merit, and there are no fees taken from angels or startups. Over 200 angel investors and 40 startups have participated in 2010 to date. OAF was founded in 2010 by angel investor and entrepreneur Jason Calacanis.

Contact

Renee Young
Renee Young & Associates
(914) 523-5320
reneeiyoung@gmail.com