



**eCollege Announces Anne Keehn as Vice President of Sales and Business Development**  
*Veteran Industry Leader to Lead Sales Force, Develop New Higher Ed, K12 Opportunities*

DENVER, November 10, 2008—eCollege Chief Executive Officer Matt Leavy today announced the appointment of Anne Keehn as Vice President of Sales and Business Development. In her new role, Keehn will be a member of eCollege’s senior management team, leading the company’s business development and sales efforts in the higher education and K12 sectors.

eCollege, a Pearson company, is a top provider of eLearning solutions and services for hundreds of the most successful online education programs in the US. The company is continuously adding to its suite of integrated and supported technologies that enable educational institutions to deliver quality experiences to help students reach their goals. Pearson, the international education and media company, is the world’s leading education publishing and services company, with expertise and resources in educational content, technology, assessment and related services.

“Anne Keehn has a proven track record of success in the constantly-evolving education technology industry,” said Matt Leavy. “Her wealth of knowledge and experience will enable eCollege to expand its leadership role in providing the increasingly sophisticated, integrated teaching and learning solutions that our education partners demand to drive student success.”

With more than 25 years of experience in educational technology, Keehn has a proven record in building and managing international business, sales forces and marketing plans. Most recently, Keehn was the president and CEO of Quantum Thinking, a technology and leadership consulting firm that served the education market and venture capital community globally. Prior to this, she served as senior vice president of strategy, innovation, business development and marketing for SunGard Higher Education. While at SunGardHE, she led several acquisitions and a new corporate strategy that reestablished SunGardHE as an industry leader in ERP information systems. Before joining SunGardHE, Keehn was the executive vice president of worldwide sales, market development and client relations for Blackboard, where she built the initial worldwide sales force for Blackboard’s eLearning products and services in the higher education, K12 and business-to-business markets. She also held various sales leadership roles with PeopleSoft and Datatel.

“It’s a very exciting time to join eCollege and to have a role in shaping the future direction of the company and Pearson’s education solutions, services and technology,” Keehn said. “The education community appreciates real partners like Pearson and eCollege. More than other solution providers, Pearson and eCollege work collaboratively with schools to help them deliver the highest quality educational experiences for all types of students, wherever and however they best learn.”

**About eCollege** -- eCollege, a Pearson company (LSE: PSON, NYSE: PSO), is a leading provider of a comprehensive learning management system and associated services to postsecondary institutions and K12 education. The company provides an on-demand eLearning solution that supports many of the most successful fully online degree, certificate/diploma and professional development programs in the country, and increasingly, around the world. Pearson, the international media company, is the global



leader in educational publishing, assessment, information and services, helping people of all ages to learn at their own pace, in their own way. In addition to Education, Pearson's primary operations include the Financial Times Group and the Penguin Group. For more information, visit [www.college.com](http://www.college.com) or [www.pearson.com](http://www.pearson.com).

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