



Starfish Retention Solutions Seeks College Partners in Joint Development Initiative

Substantial Savings to be Realized by Participating Organizations

ARLINGTON, VA – January 3, 2008 – Starfish Retention Solutions, Inc., an emerging provider of student success solutions, announced today the formation of a joint development initiative comprised of colleges and universities interested in software to help identify students at risk, provide quality interventions, and track their success.

Every day, colleges and universities contemplate building their own solutions to these challenges. These systems range from early alert systems for students at risk, solutions to manage and track tutoring success, and self-service solutions for academic advising and degree audit.

By partnering with Starfish Retention Solutions, institutions have the opportunity to save hundreds of thousands of dollars in development, maintenance, and operations by joining a small group of colleges as joint development partners who will fund a commercial offering that will meet the specific needs of their institution while at the same time be a commercially supported platform.

Starfish Retention Solutions is looking for five to seven colleges or universities to join this effort. The joint team will conceptualize, design, and test a solution to meet the needs of their campuses. Colleges will be responsible for articulating clear requirements, ensuring that proposed designs are usable and effective, for integration into their environments and for acceptance testing. The majority of the development and internal testing will come from the Starfish team. Upon success, Starfish will make commercially available the shared solution to other institutions. Ideally, the joint development team will consist of community colleges, large state schools, and an elite private institution that all have challenges cost-effectively engaging and supporting students outside the classroom appropriate to their mission.

“Starfish believes in a community-based development philosophy,” said David Yaskin, CEO and founder of Starfish Retention Solutions, Inc. “Our success wholly depends on meeting the needs of the market. What better way to do this than to work in partnership with the community to understand their needs and create innovative solutions together.”

Those interested in joining the development effort are encouraged to contact us through our website.

About Starfish Retention Solutions, Inc.

Starfish Retention Solutions, Inc. is an emerging provider of student success solutions. Comprised of e-Learning pioneers, Starfish offers innovative solutions that enable academic

institutions to engage, motivate, and graduate more students through improving student success programs. Starfish Retention Solutions, Inc. headquarters are in Arlington, Virginia. For more information, please call 866.STAR.035 or visit www.starfishsolutions.com.

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