

PRESS RELEASE

The Alumni Channel, a Cherry Hill based web provider of online alumni communities for schools and other non-profit organizations, announced today that Lacey Township High School in Lacey Township, New Jersey, is utilizing the company's online community solution to develop closer relationships with its alumni.

Craig Wigley, Superintendent and the Lacey Township School Board of Education, made a commitment to begin implementation of the Alumni Channel for their online alumni community. Lacey Township High School alumni represent thousands of Lacey graduates across the United States and the world. With a growing base of graduates, the high school wanted to cultivate stronger bonds with alumni that would build the infrastructure for critical programs such as scholarships and foundations. This technology solution will enrich Lacey's existing website while streamlining data collection and community building. This action will enable the Lacey Township School District to provide an interactive, customized experience for each visitor, including opportunities to connect with one another, to view school and class events, and to provide a communications venue supporting alumni initiative.

To this end, Lacey deployed the services of Alumni Channel for online community building. The school now has a single point of entry that allows alumni to maintain their profile information which can then be used to update the master database.

"Schools face a real challenge in keeping connected with alumni who, after graduation, scatter throughout the world," said Chris Gehringer of Alumni Channel. "Lacey is taking a leadership position in Ocean County and the State on how it uses technology to give its alumni - regardless of whether they live in the area or the Far East - an easy way to stay involved. Having a professional appearance to your alumni organization is just one more step in building lasting relationships with alumni/supporters."

Empowering Graduates through Alumni Channel

With Alumni Channel, Lacey Township High School will be able to give alumni an interactive online community and enhanced electronic communications. Like most other organizations launching a new website, getting people to visit the site is a key step. With only a few email addresses on file for its alumni, the district will embark on an integrated marketing campaign to increase awareness and introduce the benefits of registering on the new site. Included in Lacey's service is a new website address that can be used on all marketing to promote the use of the site. Through this effort, the number of contacts will increase over time.

To visit the Lacey Township High School's Alumni Channel, go to laceyalumni.org.

About Lacey Township High School

Established in 1981, Lacey Township High School, accredited by the Middle States Association of Secondary Schools and the New Jersey Department of Education, is a four year comprehensive public high school with an outstanding record of academic, co-curricular, and athletic performance. Lacey Township High School's academic program is enhanced by a comprehensive co-curricular activity program, including athletics, music, drama, student government, publications, service organizations, and various school clubs.

About Alumni Channel

The Alumni Channel online alumni system is designed to increase alumni connections through a secure online alumni directory that will help connect an organization's entire membership. Alumni Channel offers alumni a community of their own to contact each other, plan reunions, share stories and photos, and it enables the parent organization/school to maintain and build an alumni database providing with valuable alumni contact information. Schools have the ability to not only announce upcoming events and campaigns on the site itself, but also customize and send mass e-mails, run reports, export data and distribute surveys. Founded in 1998, Alumni Channel is headquartered in Cherry Hill, New Jersey. For more information, visit www.alumnichannel.com.