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**Education Technology Leader, Finalsity, Acquires SchoolAdmin,  
An Innovative Digital Enrollment Solutions Company**

*Finalsity Amplifies Its End To End Digital Enrollment Capabilities, Expands Client List*

**March 10, 2021**—Glastonbury, CT—Finalsity, a global leader in digital communications, website development, and online marketing for private and public schools, today announced that it has acquired SchoolAdmin, a leading K-12 Enrollment Management System and developer of proprietary tools designed to help schools seamlessly manage admissions, enrollment, and tuition billing processes.

With this acquisition, Finalsity will be uniquely positioned to offer schools a wide array of offerings from website and digital marketing to a user-friendly, strategic enrollment management platform comprising modules such as automated student/parent communications, appointment scheduling, contracts, and tuition billing — specifically designed for education. The combined entity will make it significantly easier for schools to manage communications and personalize the entire family journey — from attracting prospective students, to converting families to loyal community members, and retaining them as supportive alumni and lifetime donors.

“Education is about personal relationships and human interaction, and for more than 20 years Finalsity has helped schools around the world transform the way they connect and engage with their communities through innovative technology solutions. Today marks an exciting new chapter in Finalsity’s history. Combining the strengths of Finalsity and SchoolAdmin will accelerate our mission to help schools prepare students to be successful in a technology-enhanced, global marketplace,” said Jonathan Moser, Finalsity’s founder and CEO. “As we look to the future, we will be able to provide our school partners with new ways to innovate and impact the communities they serve.”

"For more than a decade, the SchoolAdmin team has been deeply committed to helping schools grow and thrive. We are thrilled to be joining forces with Finalsity, a company that shares our commitment to delivering exceptional experiences for customers and creating an engaging and rewarding place for our teams to work. We enjoy similar cultures centered on caring and innovation, with a shared dedication to the communities, families, and educators we serve," said Nate Little, CEO and co-founder of SchoolAdmin.

This acquisition is aligned with Finalsité's vision to grow and change the way communities engage with their schools and comes as Finalsité, the education industry leader, has just completed a rebranding initiative.

### **About Finalsité**

Finalsité is the preferred website, communications, and marketing platform of 6,000+ schools and universities in 108 countries around the world. Based in Glastonbury, Connecticut with offices in the U.K., Germany, and Hong Kong, Finalsité's products and services transform how schools engage with community members, recruit students and staff, and fundraise; while managing the complex requirements around data privacy, accessibility, hosting and security. For more information, visit [www.finalsite.com](http://www.finalsite.com).

Finalsité is a portfolio company of Bridge Growth Partners, LLC, a private equity firm that targets investments in the technology and technology-enabled services sectors. Bridge Growth Partners brings together in one team premier investment, financial, strategic, and operating 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 <http://www.bridgegrowthpartners.com>.

### **About SchoolAdmin**

SchoolAdmin's enrollment management platform includes a robust suite of integrated admissions, enrollment, retention, and billing tools custom-built for private and independent schools. SchoolAdmin's easy-to-use software and award-winning customer support are designed to help schools thrive by building stronger relationships and more successful enrollment management strategies.

Headquartered in Austin, Texas, and trusted by more than 650 schools, big and small, SchoolAdmin's diverse and passionate team is dedicated to empowering K-12 admissions and business professionals around the world. Learn more at [www.schooladmin.com](http://www.schooladmin.com).

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