



CapitalValue Advisors Facilitates The Student Planner Sale to School Datebooks

DENVER – CapitalValue Advisors is pleased to announce the acquisition of The Student Planner, LLC (TSP) of Denver, Colo., by School Datebooks, Inc. CapitalValue Advisors served as the exclusive financial advisor to The Student Planner. “The Student Planner has a great reputation within the student day planner market,” said David Tolson, CapitalValue Advisors Managing Director. “We believe that the company will continue to flourish as a part of School Datebooks.”

The Student Planner was founded in Denver, Colo., in 1997 and is a leading provider of student day planners and ancillary products to educational institutions in North America. The Company’s unique products are used as a means to communicate rules and policies, to give students a tool to record their homework and learning objectives, to improve communications outside of the school environment and to enhance the learning experience by offering custom designed resource pages. “The Student Planner met with several business advisors before we made the decision to work with CapitalValue Advisors,” said Torstein Solheim, Chairman of the Board for The Student Planner. “The time and effort to find the right advisor paid off. CapitalValue was outstanding throughout the entire process. We are certain that their process found the best possible strategic partner to continue the successes of The Student Planner.”

School Datebooks is an entrepreneurial organization started in 1985. The Company now serves more than 5,000 schools because it continues to be an innovative, aggressive and enthusiastic company looking to grow. The acquisition of The Student Planner by School Datebooks expands the Company’s existing product lines to include a number of different planner models that suit individual school’s needs. Additionally, it expands the Company’s existing client base to include an additional 4,300 K-12 institutions across North America and Canada. The combination of the two businesses enables School Datebooks to offer its clientele a complete solution for their time management and day planner needs.

“This acquisition dramatically increases our market share and secures an opportunity for us to continue to grow in the time-management innovation industry,” said Tim Powers, President and CEO of School Datebooks. “We are both profitable companies that serve diverse markets. This acquisition allows us to extend our reach, grow our customer base and, in time, perhaps create new employment opportunities.”

“Together the two companies will be one of the largest players in the market,” said Solheim. “The combination of the two businesses will provide numerous synergies that will continue to fuel growth and create better products for the school day planner market.”

The testimonials contained in this press release may not be representative of the experience of other clients and are no guarantee of future performance or success.