



Brian L. McKean Joins Inspiration Software as Vice President, Sales

Education Industry Veteran Brings 20 Years of Market Experience to Leader in Visual Thinking and Learning

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Inspiration® Software, Inc., today announced that Brian L. McKean has joined the company as vice president of sales. McKean brings more than 20 years of sales and management experience in the education market to the leader in visual thinking and learning. Most recently, he was the director of national sales for the Tom Snyder Productions Division of Scholastic, Inc., where he led a team of 14 sales professionals for the K-12 educational software publisher. He has also held business development or leadership positions at MetaText, a division of ProQuest Information and Learning, Inc.; and eBook distributor Digital Goods, Inc. In addition, McKean has editorial experience in the education market, having served as vice president and editorial director at Jones & Bartlett Publishers and as an acquisitions editor at McGraw-Hill Publishing, College Division.

"We are excited to have Brian join our team at Inspiration Software," said Mona Westhaver, president and co-founder. "He brings to our company terrific insights into the unique needs of schools and districts, as well as a depth of sales experience, and will be a tremendous asset to us as we strengthen our relationships with our current customers and explore new opportunities."

McKean has a bachelor of arts from the University of Illinois, Urbana-Champaign, a master of arts from Syracuse University and a master of business administration from Northeastern University in Boston.

About Inspiration Software, Inc.

Recognized as the leader in visual thinking and learning, Inspiration Software, Inc.'s award-winning software tools, Inspiration®, Kidspiration® and InspireData®, are based on proven visual learning methodologies that help students think, learn and achieve. With the powerful combination of visual learning and technology, students in grades K-12 learn to clarify thoughts, organize and analyze information, integrate new knowledge and think critically. Founded more than 25 years ago by Donald Helfgott and Mona Westhaver, the company's visual learning software tools are used today by more than 25 million students and teachers worldwide.