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SocialSmarts® Welcomes Noted Online Safety & Security Expert to Advisory Board

Bellevue, Wash. – August 4, 2011– SocialSmarts today officially announced that it has added Christopher Burgess to its Advisory Board, effective immediately. Most recently the senior security advisor to the chief security officer at Cisco Systems, Burgess is a former senior national security executive.

‘We are extremely pleased to be able to have Mr. Burgess participate in our mission in such a significant way,’ SocialSmarts’ President and Founder, Corinne Gregory, stated about the appointment. “Given how much attention and activity around social skills and anti-social behavior, such as bullying, involves technology and electronic media these days, the addition of an expert in this area is extraordinarily important.”

Mr. Burgess’ substantial experience in this area includes having served as the Senior Security Advisor to the Chief Security Officer of Cisco, where he focused on intellectual property strategies; where during his tenure he had responsibilities which included the Global Threat Analysis providing geopolitical, economic and security analysis to Cisco strategists; the Global Investigative Support team which provided electronic forensic support to the enterprise’s investigatory group; the Government Security Office (NISPOM/DCID) team and the eLitigation & eDiscovery support (EDRM) efforts within Cisco.

About his involvement with SocialSmarts, Burgess says, “SocialSmarts brings to the table direction needed to be an effective person, be it a corporate CEO or a K-12 student. There’s something for everyone to learn how crafting the win for your collaborators is the essence of your own success.”

Burgess’ humanitarian interest issues as well as technology topics meshes well with SocialSmarts’ mission of bringing “‘civil’ back to ‘civilization’” by focusing on developing positive social skills, character and values in children and adults. Burgess notes, “First there was Covey and his practical time management techniques, now we have SocialSmarts and successful behavior techniques. It is a pleasure to join the Advisory Board of SocialSmarts and assist in some small way in making a big difference.”

“We are extremely fortunate to have gained such a positive and influential resource in Mr. Burgess,” Ms. Gregory shared. “We believe the schools, teachers, families and communities we serve will benefit strongly from his expertise and experience in areas that will only continue to expand as technology and ‘social interaction’ continue.”

About SocialSmarts. SocialSmarts, created by The PoliteChild, Inc., is the leading program dedicated to developing excellent social skills in students from toddlers to teens by building solid foundations for learning and using proper social behavior, developing good moral character and values through its licensed curricula and managed classes. The goal of The PoliteChild is to help parents, educators, and others develop young people with strong self-esteem and confidence, and that are socially comfortable and proficient in handling a large variety of social interactions and situations. The company is headquartered in Bellevue, WA. For more about SocialSmarts, visit the company website at www.socialsmarts.com. Copyright © 2011 The PoliteChild, Inc. All rights reserved.

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