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FOR IMMEDIATE RELEASE

TechStart Education Foundation Adds Executive Director to Meet Growing Demands of the Organization as well as Oregon Educators and Technology Students

Portland, Oregon, September 19, 2008 – In direct response to the growing demand by its market to expand its reach and program offerings, TechStart Education Foundation today announces the recent addition of Natasha MacDonald as Executive Director. MacDonald will help lead the TechStart board and Software Association of Oregon (SAO) staff members in achieving TechStart’s mission to awaken a passion for technology among Oregon students. The organization provides programs for students and teachers that encourage, enable and support technology education opportunities.

TechStart and SAO work together to connect Oregon’s technology industry with education, raising awareness, involving industry volunteers, and raising funds to support technology-related education in Oregon’s K-12 schools.

MacDonald will be responsible for the overall management and operation of TechStart, including providing leadership in the development of program, organizational and financial plans, growing and diversifying funding sources, and ensuring that program initiatives are aligned with TechStart’s mission..

“With growing awareness of programs and support, Oregon’s teachers and students from high school down to grade school continue to expand their appetite for technology-related learning,” said Chris Brooks, TechStart board president. “Natasha’s leadership brings the right combination of energy and experience to our organization that is crucial to continue the outreach and increase demand so that more students statewide have the opportunity to pursue their interest in computer science and technology-based programs.”

MacDonald brings ten years of experience in nonprofit, education and technology industry expertise to her role as executive director for TechStart. Prior to joining TechStart, MacDonald was interim executive director of Habitat for Humanity in Junction City, Oregon. In addition to her leadership experience in the nonprofit sector, MacDonald served as assistant director managing strategic technology initiatives for an independent high school. MacDonald earned a bachelor of fine arts from Emerson College and a Master of Business Administration focused on nonprofit management and entrepreneurship from the University of Oregon.

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About TechStart and SAO

TechStart Education Foundation (www.techstart.org) is a 501(c)3 nonprofit that was founded in 2003 by the Software Association of Oregon (<http://www.sao.org>), a trade association with more than 600 member organizations. TechStart strives to awaken a passion for technology among all Oregon students by helping to make technology-related educational opportunities available to them via a number of programs. For more information about TechStart, contact Natasha MacDonald, Executive Director at (503) 228-5440.