

Edison Schools Names Keeney as Head of Charter Schools Division; Keeney to Lead Robust Charter School Channel

NEW YORK, Oct. 15, 2002 /PRNewswire-FirstCall/ Edison Schools (Nasdaq: EDSN), the nation's largest private manager of public schools, promoted Joe Keeney to president of Edison Charter Schools. Since joining the company in 1997, Keeney has managed Edison's development of the nation's largest network of public charter schools serving approximately 24,000 students in 53 schools in 14 states. Edison charter schools now generate approximately \$200 million in annual revenue.

Working in partnership with independent charter school boards, Edison has consistently delivered superior student achievement results in its charter schools. Independent charter schools typically are brand new schools that provide an option for educational choice and serve many students who may not have been successful in their previous school.

"We are on the front lines of the battle to close the achievement gap by providing a world class educational option to all students," Keeney said. "Our clients who include parents, teachers, university administrators and professors, business leaders, ministers, philanthropists, and community service organizations and their charter authorizers represent the best of the school reform movement."

"Joe's leadership has been instrumental in making every one of Edison's charter schools successful," Chris Whittle, Edison's Chief Executive Officer, said. "His sense of mission bridges across the complex educational, operational, and financial challenges of making charter schools work for children."

From 1995-1997 Joe was president and chief operating officer of The Warnaco Group Inc.'s GJM division, and from 1990-1995 he was based in Hong Kong with GJM in a variety of positions including general manager and group chief financial officer. At GJM Joe directed all global sourcing activities and built an owned manufacturing capability with over 4,000 employees in 10 countries. From 1986-1990 he was a corporate strategy consultant with The LEK Partnership in London and Boston. Joe has a BA in economics from Columbia College and an MBA with high distinction from Harvard Business School, where he was elected a Baker Scholar and received the Macy Scholarship and the Uhlmann Award. He is presently a doctoral candidate in educational leadership at Teachers College, Columbia University.

About Edison

Edison Schools manages 150 public schools with a total enrollment of approximately 80,000 students. Through contracts with local school districts and public charter school boards, Edison generally assumes educational and operational responsibility for individual schools in return for funding that is comparable to that spent on other public schools in the area. Over the course of three years of intensive research, Edison's team of leading educators and scholars developed an innovative, research-based curriculum and school design. Edison opened its first four schools in August 1995 and has grown rapidly in every subsequent year. For more information, please visit <http://www.edisonschools.com>.