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New Facebook Application Created by MELT, LLC and Jake Press Agency Inc. to Change the Way Students and Alumni Interface With Their Schools!

ATLANTA, GA (Jan 18th, 2011)—MELT, LLC (Marketing, Entertainment, Lifestyle, Trends) and **JAKE PRESS AGENCY INC.**, are proud to unveil an innovative, fully-integrated Facebook application called “High School Connect” that will change the way students communicate with their schools, teachers, peers and parents, as well as provide a more streamlined way for alumni to interact and improve their fundraising goals. Washington County High School (WCHS), in Chatom, Alabama, will be the beta tester for MELT’s new Facebook High School Application initiative.

Some of the key elements of the Application include:

- **Event Tab:** This is a message board for students and faculty to post what’s new and happening at WCHS, including upcoming sporting events, theatre, school programs and more!
- **Coursework Tab:** Students can coordinate with teachers on posting updates and information on their class work to include key field trips, projects, community outreach and more! Available in version 2.
- **New Curriculum Tool:** Students will use Facebook as a new curriculum tool and student journalism assignments/studies.
- **Alumni and Fundraising Tab:** This tab brings alumni together to share their experiences, lend professional support, reconnect and more. Additionally, this tab serves as a fundraising tool with a link to Community Bank to enable seamless donations. Finally, the alumni tab acts as a tool for planning class reunions and gatherings.
- **Video Player:** Embed a video player into the Facebook page with a catalogue of student produced videos of news and events at and around WCHS.

MELT will train teachers and students on how to best leverage, communicate and track social media results. The Facebook application will pull from customized Analytics and Facebook Analytics.

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Students can learn how to monitor what parts of their communications are most popular in terms of driving impressions (users) and engagement (time spent and click through rates). **MELT** will also coach WCHS teachers and students on how to do various posts on Facebook and Twitter to message fans.

Vince Thompson, CEO and President of **MELT** and the co-pioneer of Facebook High, said, "It has long been a priority of mine to give back to the school system in which I was raised in, and hopefully create a gateway to higher learning and communication amongst all school systems nationwide. This product is the result of the hard work and dedication between the MELT team, JAKE PRESS AGENCY and the Chatom Public School System. Facebook High will not only serve as a comprehensive communications tool that instantly links students, alumni, faculty and parents together, but also as a way to further knowledge and navigation of the social media space."

For more information on this product, please visit highschoolconnectapp.com <<http://highschoolconnectapp.com>>.

About MELT

MELT, LLC (formerly Creative Presence Partners) is an Atlanta based, fully-integrated marketing agency offering clients advertising, original content development, digital, social media, event and experiential marketing, retail and consumer promotions, brand strategy and sports property evaluation and activation. Founded by CEO and President Vince Thompson in 2001, MELT represents major consumer brands and corporations including The Coca-Cola Company, Fox Sports, Avon, State Farm, Lance, and The Southeastern Conference. To learn more about MELT's clients, services and results, please visit the newly relaunched web site at www.meltatl.com.

About JAKE PRESS AGENCY

JAKE PRESS AGENCY INC. is an Atlanta based, social media development and marketing group offering clients, forward thinking ideation, development of facebook applications and custom tabs, facebook social games, iPhone and iPad Applications and various other services. Jake Press, Founder and CEO also owns several digital properties including (MogoConnect, and AuthorMobile.com) reaching its client base of market leaders from Publishing to Entertainment. To learn more about Jake Press Agency services, please visit www.jakepressagency.com.

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