

For Immediate Release

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TRILOGY SEARCH NON+PROFIT RECRUITS EXECUTIVE DIRECTOR AND BOARD DIRECTOR FOR BOOK TRUST

Burlingame, Calif. (May 5, 2010) – Retained executive search firm Trilogy Search Non+Profit has recruited two top-level executives—Michael J. Coffin and Timothy J. Magner—on behalf of Book Trust (www.booktrust.org), a nonprofit organization that provides underprivileged children with the opportunity to choose, own, and delight in books. Chuck Pappalardo handled the assignment on behalf of Trilogy.

Michael J. Coffin has been named Executive Director of Book Trust. Michael has been a successful entrepreneur and business leader for 25 years, and has held a series of top-level positions with technology and energy-related companies, including serving as CEO of Wavo Corporation, a public digital media company, and Chairman and CEO of Aerocast, a broadband streaming media company founded by Liberty Media and Motorola.

He is also an investor and director of Informed Publishing, a highly successful, Portland, Oregon-based publisher of field reference guides for emergency personnel.

Michael holds degrees in business and finance from Golden Gate University and The Tuck School of Business at Dartmouth College. He is active in a number of community service and philanthropic organizations as a donor, fundraiser, and strategy consultant.

Timothy J. Magner has been appointed a Board Director. He has deep experience in the education sector, currently serving as Vice President, Strategic Partnerships, for KC Distance Learning, a leading provider of distance learning programs for middle school and high school students including core, Foreign Language, Honors, and AP courses.

Prior to joining KCDL, Tim served as the Director, Office of Educational Technology, for the U.S. Department of Education and was responsible for developing and implementing the

Department's educational technology policies to maximize technology's contribution to improving education.

Tim also served as the Deputy Executive Director for the Council of Chief State School Officers and the Executive Director of K12 Education for the Microsoft Corporation, among other positions. He began his career as a social studies and theater teacher at the middle and high school levels in the US and Europe. He holds a Bachelor of Arts from the College of William & Mary and a Master's Degree in Education from Harvard University.

About Trilogy Search Non+Profit: Trilogy Search Non+Profit is a retained executive recruitment firm headquartered in the San Francisco Bay Area. Trilogy specializes in placing executives who are multi-dimensional, integrated, and equipped to effectively lead for-profit and nonprofit institutions. The company conducts C-level searches and builds executive management teams for nonprofit, foundation, venture, clean technology and life sciences clients. www.trilogysearch.com

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