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## **John Kilcullen Elected to Democrasoft Board**

### **Former Billboard Publisher and Creator of “For Dummies” Brand**

*Santa Rosa, CA* - Democrasoft, Inc. (OTC Bulletin Board: DEMO.PK) today announced that Sebastopol-based entrepreneur and global media executive John Kilcullen has been elected to its Board of Directors, bringing the number of directors to six.

An accomplished CEO and award-winning entrepreneur, Kilcullen is best known for creating and publishing the popular “For Dummies” brand of how-to books, which has gone on to sell over 250 million copies in 29 languages generating over \$2 billion in retail sales and numerous New York Times, Wall Street Journal and BusinessWeek bestsellers. Under his leadership, IDG Books Worldwide grew from \$0 to \$240 million in 10 years. He took the company public in 1998 and sold it three years later to John Wiley and Sons.

As President and Publisher of 115 year old Billboard magazine, Kilcullen architected the turnaround of a legacy music brand and subsequently was promoted to run the music & literary, as well as the film & performing arts groups including The Hollywood Reporter, Backstage and CineAsia.



Kilcullen has received numerous awards including Ernst and Young's 1999 Entrepreneur of the Year. He was a member of Advertising Age's 1995 Marketing 100 award and was recognized as a key influencer on FOLIO's annual Folio 40 list and MIN Magazine's 21 Most Intriguing People in 2006. He was also named a recipient of the Irish America Business 100 award in 1999 and 2003.

Kilcullen has been profiled in Forbes, People, The New York Times, San Francisco Chronicle, USA Today and in two books: *Lead Like an Entrepreneur* and *The Rebel Rules*. He has appeared on CNBC, CNN and popular talk shows in Australia, Canada, Singapore and the UK.

"Democrasoft has an exciting vision to leverage its cloud-based, social collaboration and e-commerce tools in a variety of fast growing vertical markets, starting with education," said Kilcullen. "As an education entrepreneur and brand builder, I am delighted to assist the Democrasoft team in making that compelling vision a reality."

According to Democrasoft CEO Richard Lang, "John Kilcullen brings a wealth of valuable perspective and contacts to our company, precisely at the time we are beginning to interface with publishers in the world of educational content and curriculum."

"John is great fit for our Board and we expect a great collaboration in the coming months and beyond. We are very excited that he will be active in helping us with both strategic planning and growth management as we continue to implement our business plan," said Lang.



*About Democrasoft:*

*Democrasoft, Inc., headquartered in Santa Rosa, CA, is a 20-year-old public company (OTC: PINKSHEETS: DEMO) with a history of pioneering technology. The Company's flagship product, Collaborize®, is a web-based solution for organizing groups with a common purpose into powerful, decision-making communities. It is designed to empower groups of all sizes - educators, businesses, non-profits, organizations, governments, their members and citizens - to resolve real problems and drive toward actual implementation of collective solutions. Democrasoft is dedicated to facilitating a vision of online “social networking with purpose.” For more information, please visit <http://democrasoft.com>.*

*This Press Release contains forward-looking statements similar to those covered by the safe harbor provisions under the Private Securities Litigation Reform Act of 1995. These forward-looking statements are clearly subject to numerous uncertainties and risks, and actual results and developments could differ materially from our expectations. We do not undertake any responsibility for providing any updates with respect to the information contained in this Press Release.*