100 GIRLS OF CODE AND GADGET SOFTWARE PARTNER TO EXPAND NEW MOBILE STEM INITIATIVES FOR YOUNG WOMEN

New Mobile Software Program drives student engagement beyond coding and developing skills that prepare these young women for the future digital workforce.

NEWARK, NJ AND NASHVILLE, TN – February x, 2016 – 100 Girls of Code, an organization aimed to create parity for young women in the fields of code and computer engineering, and Gadget Software, an Ed-Tech mobile education software company, today announced their partnership. 100 Girls of Code will utilize Gadget Software's **Gadget Labs** software and curriculum to advance new STEM (Science, Technology, Engineering and Math) opportunities for women. With this partnership, 100 Girls of Code can now introduce the girls to the "other side of coding" and deliver the most comprehensive curriculum that will help girls understand the role of mobile in technology.

"100 Girls of Code is proud to partner with Gadget Software to enhance its current curriculum. We live in a time when adoption of mobile technology is outpacing fixed Internet access, especially in emerging markets. We want the girls who attend our workshops to not only understand how to develop mobile-first technologies, but also to understand the important processes and logic involved in developing a mobile product. Gadget Software has demonstrated success in providing an educational tool that accomplishes both of these aims, and their Labs product will help us scale this education across all of our chapters."-Brit Fitzpatrick, Lead + Evangelist, 100 Girls of Code

Rollout of Gadget Software's Gadget Labs to Greenville, Nashville and Northern Virginia

To kick off the partnership, 100 Girls of Code will utilize Gadget Software's Gadget Labs software initially to students in 3 chapters: Greenville, Nashville and Northern Virginia. Over the course of the next year, the program will be rolled out to the remaining 20 chapters.

Gadget Labs is the only hands-on mobile software program where students:

1. Work both independently and collaboratively to learn about mobile technology and experience the mobile app development process.
2. Create and have the opportunity to prototype mobile apps.
3. Understand mobile application design to develop an engaging user experience.
4. Develop skills to prepare them for the future digital workforce.

Partnership First Step in Overcoming Great Imbalance of Women in STEM Fields
The U.S. Labor Department has estimated that there will be 1.4 million job openings for computer-related occupations in this decade. Of the STEM fields, computer science and computer engineering have the highest median earnings for recent college graduates and the sector is rapidly growing. However at the current time, only 12% of these jobs are held by women. It has been reported that 74% of young girls show interest in STEM fields, yet only 3% of them go on to pursue a degree in a STEM related field. The goal of 100 Girls of Code – and this partnership helps to address the current challenges of diversity in STEM fields and find avenues to encourage more young women to consider STEM careers.

"It's exciting to work with the 100 Girls of Code", said Patricia Alvarez, Gadget Labs Product Developer. "I'm thrilled that young women will use Gadget Labs to learn the fundamentals and possibilities of mobile technology. Gadget Labs interactive lessons and hands on exercises will guide students through the mobile development process. Our team based approach encourages collaboration to develop real world solutions."

"Gadget Labs is a ground-breaking STEM engagement platform. We are teaching today's mobile generation to move beyond content consumption and into content creation." Maxwell Riggsbee, Chief Product Officer of Gadget Software. We are proud to align with 100 Girls of Code to attract and prepare young women for STEM areas of study and occupations."

About 100 Girls of Code
The mission of 100 Girls of Code is to achieve gender parity in STEM fields by introducing more young women in rural and nontraditional tech communities to code and computer engineering at a young age. We seek to inspire more girls to pursue a future in STEM by providing young women an opportunity to create and gain confidence in what they create.

100 Girls of Code invests in young women by providing free workshops introducing them to the world of computer science and engineering, where they create with code and engage in hands-on, innovative thinking. Our workshops are led by programmers who are experts in their fields and academically-trained but most importantly, they are "girls of code" themselves.

About Gadget Software

Gadget Software provides mobile-optimized software for the education industry. Gadget Software was founded with the premise to make content and education ubiquitous – through the help of mobile – independent of location, economics and technology, so students learn best in their native environment. Based in Newark, NJ, Gadget Software is led by a crop of seasoned veterans in the education and technology space who have achieved success by embracing organic change through the advent of new technology adoption. For more information, visit www.gadgetsoftware.com