



Explore Your World, Share Your Insights

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April 22, 2019

Greetings from Social Explorer, the powerful and easy-to-use data mapping, visualization and research tool. Thank you for adopting Social Explorer – your business is very important to us.

I am writing because Social Explorer is now being distributed directly by Social Explorer, Inc. We made this change to have a more direct relationship with our subscribers, in order to better understand and serve their needs. Over the past eight years, subscriptions to Social Explorer were handled through our agreement with Oxford University Press. We have been very pleased with Oxford's support of our product. However, this is a necessary step for us, as we continue to improve and market our state-of-the-art data visualization and research tool.

Since we ourselves have always provided access to our product, be assured that you and your users will see no change in access or interface.

Jeffrey Hahn, Director of Academic Sales and Support, will direct our sales and support to organizations and institutions. Over the next several weeks, we plan to reach out to you via email and by phone to discuss Social Explorer and our plans. We look forward to speaking with you.

At present Social Explorer is used by over 350 institutions of higher learning through on-campus libraries such as yours. We provided your library users with over 20 million data maps and over 500,000 reports last year. And we offer your users access to over half a million data indicators, 220 years of data, including all Decennial Censuses, American Community Surveys, and many other datasets. Social Explorer supports location based social science and demographic analysis for college and university researchers and students, as well as clients in the private, nonprofit and public sectors.

If you have any concerns, questions or immediate needs, please reach out to us with any questions at [support@socialexplorer.com](mailto:support@socialexplorer.com), or call 1 (888) 636-1118 with any questions regarding your account. If you email, please include your phone number so we can call you back.

We expect that you will find this transition virtually seamless. We look forward to continuing to provide you with excellent service and value.

Very truly yours,

A handwritten signature in black ink that reads "Andrew A. Beveridge". The signature is written in a cursive, flowing style.

Andrew A. Beveridge

President and Co-founder