

NEWS RELEASE

P.O. Box 8036 • Wisconsin Rapids, WI 54495-8036
Phone: (715) 424-3636 • Fax: (715) 424-4242
www.renlearn.com • Email: pr@renlearn.com



RENAISSANCE LEARNING, INC. AND MACHINE DREAMS, INC. ANNOUNCE PARTNERSHIP

November 12, 2007, Wisconsin Rapids, WI – Renaissance Learning, Inc. announced today an agreement with Machine Dreams, Inc, a leading provider of interactive meeting services, to distribute a private labeled version of the Renaissance Responder™.

The Renaissance Responder is the hand-held device included in Renaissance Learning's 2Know!™ classroom response system. The system uses two-way radio-frequency communication to send and receive data between the hand-held devices and the presenter's computer. Renaissance Learning makes available a Software Developers Kit that enables other K-12 software development companies to integrate the Renaissance Responder. The large LCD screen, two-way communication, and numerous response options of the Renaissance Responder make it an essential component of interactive assessment and presentation solutions.

“Renaissance Learning is delighted to partner with Machine Dreams, a premier provider of interactive meetings and events. It is a credit to the 2Know! product line that Machine Dreams, has selected the Renaissance Responder as the device of choice for its new software,” said Steve Schmidt, President and COO of Renaissance Learning.

Machine Dreams will sell the Renaissance Responder under the brand name of MeetingsMax in conjunction with its full line of meetings and events solutions. The interactive MeetingsMax software and responder will make it easy to engage all participants and create inspirational meetings and training events. Through the use of its two-way wireless technology, presenters engage and interact with the entire audience in fun, informational, and lively events.

“After extensive research and evaluation for the best device to sell to our clients, we came to the unanimous conclusion that the Renaissance Responder was by far the best choice for us,” said Alan Yelsey, CEO of Machine Dreams. “The Renaissance Responder reflects tremendous flexibility and dependable quality, which are essential to meet the needs and high standards of our varied clients.”

The MeetingsMax products will be available for sale to the corporate market December 2007.

About Renaissance Learning, Inc.

Renaissance Learning, Inc. is the world's leading provider of computer-based assessment technology for Pre-K–12 schools. Adopted by more than 73,000 North American schools, Renaissance Learning's tools provide daily formative assessment and periodic progress-monitoring technology to enhance core curriculum, support differentiated instruction, and personalize practice in reading, writing and math. Renaissance Learning products help educators make the practice component of their existing curriculum more effective by providing tools to personalize practice and easily manage the daily activities for students of all levels. As a result, teachers using Renaissance Learning products accelerate learning, get more satisfaction from teaching, and help students achieve higher test scores on state and national tests. Renaissance Learning has seven U.S. locations and subsidiaries in Canada, India, and the United Kingdom.

About Machine Dreams, Inc.

For more than 10 years, Machine Dreams, Inc (www.machine-dreams.com) has been a leading provider of interactive meeting services to many of the world's corporations, associations and non-profit organizations. The Minneapolis-based company has offices and agents in cities across America, and its portfolio of amazing interactive team challenges, learning modules and custom solutions make it the fastest growing company of its kind in the world.

###