

NEWS RELEASE

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Renaissance Learning Awarded Contract for Michigan REMC \$AVE Bid

February 19, 2008, Wisconsin Rapids, WI – Renaissance Learning, Inc. announced today that it has been awarded a contract through Michigan’s Regional Educational Media Center (REMC) Statewide \$AVE Bid Project. This award allows agencies in the state of Michigan to purchase AlphaSmart laptops, including Dana, Dana Wireless, and NEO.

The REMC \$AVE Bid Project is a voluntary purchasing program developed to secure aggregated volume bid prices that meet state bid procedures for Michigan schools and other eligible agencies.

The AlphaSmart laptop line improves students’ basic writing and keyboarding skills and engages them in the process of learning, while motivating them to learn more. The NEO, designed specifically for schools, is an affordable, portable, easy-to-use laptop with a full-sized keyboard, large LCD screen, and extraordinary battery life, making it ideal for learning basic keyboarding skills and providing personalized writing practice.

“This award will provide Michigan educators with a convenient and cost-effective way to purchase laptops for their students,” said Steve Schmidt, President and Chief Operating Officer of Renaissance Learning. “Use of the AlphaSmart laptops will facilitate personalized practice for students to improve both quantity and quality of writing.”

For teachers, AlphaSmart laptops can enable a 1:1 computing initiative in the classroom. Because IT support is not required, teachers can spend more time working with students. AlphaSmart’s built-in applications include a complete word processor loaded with writing tools, and offer nearly 400 writing lessons designed for elementary, middle, and high school students.

Michigan’s REMC requires \$AVE bid contractors to submit a quarterly report, pay administration fees based on the amount of sales, honor bid prices for the term of the contract, promote the REMC contract when working with REMC schools, and follow the outlined order process.

Schools interested in purchasing contracted AlphaSmart products can go to the REMC Website at <http://www.remcbid.org/catalog/catalog.php?b=2&ic=807&isc=0&i=0&sf=&sd>.

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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.