

NEWS RELEASE

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Pearson, Renaissance Learning Partner to Launch Innovative Classroom Response System

January 22, 2008, Wisconsin Rapids, Wis., and Bloomington, Minn.—The Data Management group of Pearson and Renaissance Learning, Inc., today announced a partnership that will result in the launch of the Engage™ Response System, an innovative new tool for increasing class participation, assessing student progress and improving overall achievement. Designed with both the student and teacher in mind, this new student response system seamlessly integrates Renaissance Learning’s leading response system technology and software with the award-winning Prosper™ assessment system.

Pearson selected Renaissance Learning, a leading provider of computerized assessment and progress monitoring tools for pre-K–12 districts, to develop this new technology after a comprehensive review of the solutions available today. Renaissance Learning is recognized for its advanced technology that makes student reading, math, and writing curriculum more personalized—and effective—than ever before. Adopted by more than 73,000 schools, its breakthrough tools help teachers accelerate learning for all students.

“We chose Renaissance Learning to partner with us on this new classroom response system because we wanted to combine its best-of-breed technology with our leading assessment tools,” said John Harnett, president and CEO of the Data Management group of Pearson. “The result is a student response system that will help all types of instructors engage students, monitor progress and improve achievement.”

Launching this week at the 2008 Florida Educational Technology Conference (FETC), the new Engage™ Response System is a Pearson-branded version of the Renaissance Learning 2Know! classroom response system. Pearson will market the new classroom response system worldwide to K-12 schools; colleges and universities; and commercial training and evaluation organizations.

“We are excited to partner with the Data Management group of Pearson to expand the visibility of our handheld response as a tool for engaging all types of learners,” said Steve Schmidt, president and chief operating officer, Renaissance Learning. “The combination of Pearson’s award-winning assessment products and our innovative classroom response technology gives teachers a great tool for immediate assessment feedback, ensuring that all students participate in class and are successful learners.”

About Pearson

Pearson is the global leader in educational publishing, assessment, information and services, helping people of all ages to learn at their own pace, in their own way. Backed by a half-century of knowledge and expertise, the Data Management group of Pearson provides data management technologies and services for use in education, business and health care settings. Pearson’s other primary businesses include the Financial Times Group and the Penguin Group. More information about the Data Management Group of Pearson is available at www.PearsonData.com

About Renaissance Learning

Renaissance Learning, Inc., is the world’s leading provider of computer-based assessment technology for preK-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. For more information, visit www.renlearn.com

For more information, press only: Data Management Group of Pearson

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