

NEWS RELEASE

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Accelerated Reader named to 2010 Readers' Choice Top 100 Products List

December 1, 2010, Wisconsin Rapids, WI –Accelerated Reader has been named to *District Administration* magazine's prestigious 2010 Readers' Choice Top 100 Products list, Renaissance Learning announced today.

District Administration awards the Readers' Choice recognition to the best K12 educational products that have made a positive difference in their readers' districts in 2010. Accelerated Reader was selected from among hundreds of entries nominated by their readership of superintendents, assistant superintendents, curriculum directors, business officers, IT directors, and federal funds administrators. The winning products were determined by the quantity and quality of readers' nominations and explanations.

"These product recommendations included extensive descriptions from school administrators of how these products are used in their districts, making it very challenging to choose the top 100 products," said Judy Faust Hartnett, *District Administration*'s editor in chief. "We hope these products, and their accompanying testimonials, will act as a valuable resource for our readers."

"We're honored to be recognized by the readers of *District Administration* magazine," said Glenn James, CEO of Renaissance Learning. "This award is further evidence that Accelerated Reader meets the expectations of district leaders as an indispensable tool to help their educators make a difference in the lives of their students."

Accelerated Reader is the most widely used reading software program, making monitoring student reading practice easier, less burdensome, and more reliable for educators. AR provides daily information about student reading and makes it easy to continuously monitor comprehension, track the time students spend reading, and differentiate reading practice. Accelerated Reader continues to evolve, with enhanced functionality for schools and districts, including full access to over 140,000 quizzes; the Renaissance Dashboard, which gives administrators a high-level view of a school or district's reading performance; the AR Widget, which helps schools and districts proudly display reading accomplishments to community shareholders; and much more.

The Readers' Choice Top 100 Products list is featured in the November/December issue of *District Administration* or online at www.districtadministration.com. For more information about Accelerated Reader, visit www.renlearn.com/ar.

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About Renaissance Learning, Inc.

Renaissance Learning, Inc. is a leading provider of technology-based school improvement and student assessment programs for K12 schools. Adopted by more than 72,000 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 and the United Kingdom.