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## NEWS RELEASE

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## **Renaissance Learning<sup>®</sup> Holds Fifth Annual National Conference**

WISCONSIN RAPIDS, Wis.,—March 19, 2004—Renaissance Learning<sup>®</sup>, Inc., (Nasdaq: RLRN), a leading provider of learning information systems and school improvement programs for pre-K–12 schools, today announced the successful completion of its fifth annual National Renaissance<sup>®</sup> Conference. About 3,000 educators from across the country gathered in Orlando, Florida since Tuesday to network with others dedicated to educating our nation's children, receive professional development training, hear motivational speakers, and view Renaissance Learning's newest products and services.

Taking center stage this year were demonstrations of Renaissance Place<sup>™</sup>, the Company's enterprise wide suite of products which offers centralized data and web-based consolidated school- and district-wide reporting, and English in a Flash<sup>™</sup>, a revolutionary new research-based product to help teachers address the needs of ELL (English language learners) and ESL (English as a second language) students.

“We are very pleased with this year's conference, especially in the excitement generated over Renaissance Place,” stated John R. Hickey, president and chief executive officer of Renaissance Learning. “Conference attendees are many of the most successful educators in the country and the conference was a superb venue to demonstrate this wonderful, new breakthrough product for them.”

“While attendance was lower than past year's conferences, as we expected, there was no shortage of excitement as the attendees were treated to outstanding presentations, professional development sessions, and new ideas and products,” continued Hickey. “We believe the lower attendance is attributable to the tight budget environment that schools are facing consistent with the overall national trend of reduced travel and lower conference attendance.”

The 2004 National Renaissance Conference was also highlighted by keynote presentations by Wally Amos, founder of Famous Amos cookies and nationally recognized literacy advocate, Mary Pope Osborne, author of the *Magic Tree House* children's series, and Jim Trelease, motivational speaker and author of *The Read-Aloud Handbook*. Attendees were treated to the opportunity to meet many famous authors and attend several of the more than 100 professional development workshops offered on a variety of subjects—from the latest teaching techniques and research to funding opportunities, technology briefings, and detailed discussions of Renaissance products.

The 2005 National Renaissance Conference will be held March 3–6 in San Antonio, Texas.

Renaissance Learning<sup>®</sup>, Inc., is a leading provider of research-based learning information systems software, school improvement programs, teacher training and consulting. Adopted by over 65,000 schools, Renaissance information technology products give students and teachers continuous constructive feedback that helps motivate students, dramatically accelerate learning, improve test scores, and help students master all standards, while reducing teacher paperwork. Over 500,000 educators have received Renaissance training. Renaissance Learning has six U.S. locations and subsidiaries in Australia, Canada, India, and the United Kingdom.

*Source: Renaissance Learning, Inc.*

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