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## NEWS RELEASE

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**All Renaissance Solutions Meet the Requirements of the No Child Left Behind Act**

### **Massachusetts 4<sup>th</sup> Graders Increase Reading Proficiency by 43 Points**

#### ***Acushnet Elementary More Than Doubles on Massachusetts Comprehensive Assessment System in Just Two Years***

MADISON, Wis – (October 29, 2002 ) Between 1997 and 2000, 11% of all Acushnet Elementary 4<sup>th</sup> graders, on average, were demonstrating proficiency in reading. However, in 2001-2002, after only two years of Reading Renaissance® in the 4<sup>th</sup> grade, the percentage of students reaching proficiency jumped by 37 points to 54%. Acushnet attributes this increase to Reading Renaissance.

Acushnet Elementary, a rural pre-K-6 school, piloted the Accelerated Reader® (AR) reading management software during the 1999-2000 school year. An introduction to Reading Renaissance seminar was brought to the school so the entire staff could receive training.

Virginia Cutler, Title 1 director and reading specialist at the elementary school since 1990, credits the success of Reading Renaissance to Acushnet's dedicated staff, students, parents, and administration.

“Reading Renaissance has significantly impacted school culture,” says Cutler. “All students in second through fifth grade are engrossed in reading. Parents also report increased amounts of reading at home”.

Consistent with Reading Renaissance recommendations, teachers set personalized reading goals with each student quarterly. Students were challenged to read different genres, longer books and for beginning readers, to read a certain number of books independently. These goals are monitored through the AR program.

Massachusetts Comprehensive Assessment System (MCAS) results from 1997-1998 through 2001-2002 illustrate the trend in 4<sup>th</sup> grade readings scores before Reading Renaissance and the significant increase in scores since Reading Renaissance.

Since adopting Accelerated Reader® and Reading Renaissance at Acushnet Elementary, the amount of reading, enthusiasm for reading, and proficiency in reading have all increased significantly.

Renaissance Learning<sup>™</sup>, Inc., is a leading provider of school improvement programs, through research-based software products, teacher training, and consulting. The Company's software products, called learning information systems, 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. Adopted by over 61,000 schools, these software products are among the most popular in schools nationwide, including Accelerated Reader<sup>®</sup>, Accelerated Math<sup>®</sup>, STAR Reading<sup>®</sup>, STAR Math<sup>®</sup>, STAR Early Literacy<sup>™</sup>, PerfectCopy<sup>™</sup>. The Company's Renaissance<sup>™</sup> comprehensive school improvement process has been adopted by school districts across the country, and over 380,000 pre-K-12 educators have received Renaissance training. The Company also provides electronic assessment products and services to educational publishers, and sells enterprise software for training and knowledge management. The Company has six U.S. locations and subsidiaries in Australia, Canada, India, and the United Kingdom.

This press release contains forward-looking statements made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995, including statements regarding future financial and operating results, and the introduction of new products and services. Any such forward-looking statements may involve risk and uncertainties that could cause actual results to differ materially from any future results encompassed within the forward-looking statements. Factors that could cause or contribute to such differences include those matters disclosed in the Company's Annual Report on Form 10-K, quarterly reports on Form 10-Q and the Company's other Securities and Exchange Commission filings which factors are incorporated herein by reference.

*Source: Renaissance Learning, Inc.*

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