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## NEWS RELEASE

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## Renaissance Learning Announces English in a Flash™ Software for ELL and ESL Students

*New Renaissance software helps students acquire English proficiency in up to 50% less time*

WISCONSIN RAPIDS, Wis. – January 28, 2004 – Renaissance Learning™, Inc. (NASDAQ: RLRN), a leading provider of learning information systems and school improvement programs for pre-K–12 schools, has announced English in a Flash™ software. English in a Flash introduces a revolutionary new research-based approach to helping teachers with ELL (English language learners) and ESL (English as a second language) students. By using English in a Flash, students acquire English proficiency through listening comprehension in up to 50% less time than other programs.

“Current methods of teaching students to achieve proficiency in English can take 3 to 5 years or more,” says Renaissance Learning product inventor and developer Dr. Carol Johnson.

“Unfortunately, during that time, the educational gap between these children and their peers grows wider and wider. English in a Flash employs a simple, research-based, natural method that has these students learning English fast!”

This innovative new product helps teachers meet the needs of all ELL and ESL students regardless of ability level or cultural background by providing them with individualized instruction, practice, and immediate feedback. Students learn to recognize the sounds and core vocabulary of a language while working through a progression of lessons that has students moving easily from words, to phrases, to dialogues. In addition, the program will come with field-tested items and comprehensive reports to show exactly how each student is progressing. As a result, teachers have the information they need to efficiently target instruction, improve long-term retention of the new language, while implicitly teaching students the basic grammatical structures and pronunciation.

“We are pleased to announce this wonderful, new, breakthrough product,” says John Hickey, president and chief executive officer of Renaissance Learning. “We want to assure every teacher with an English language learner that they will now be able to help their students acquire a second language in far less time than was previously possible.”

The need for a more effective ELL/ESL product is clearly growing. There are now more than 3.7 million ELL and ESL students in the country according to the National Council on Education Statistic’s (NCES) study of the 2001–2002 school year. This is further supported by a 1999–2000 NCES study showing that 41 percent of all public school teachers have at least one such student.

English in a Flash will be available for preview at this year's National Renaissance Conference in Orlando, Fla., March 16-19. It is expected to be released during the 2004–2005 school year.

Renaissance Learning™, Inc., is a leading provider of learning information systems that help teachers, principals, and superintendents improve student achievement in reading, writing, math, and standards in grades pre-K–12. Adopted by over 65,000 schools, Renaissance information technology products are among the most popular in schools nationwide, including Accelerated Reader®, Accelerated Math®, Accelerated Writer®, Fluent Reader™, and STAR Early Literacy®. Over 500,000 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. Renaissance Learning 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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