



FOR IMMEDIATE RELEASE

WriteToLearn 4.0 From Pearson Named 2008 CODiE Award Finalist

Recognized in Best Reading/English Instructional Solution Category

BOULDER, Colo. – Feb. 20, 2008 – WriteToLearn™ 4.0 from Pearson is a finalist in the Software & Information Industry Association’s (SIIA) 23rd Annual CODiE Awards. A Web-based learning tool that helps students develop writing and reading comprehension skills, WriteToLearn is honored this year in the “Best Reading/English Instructional Solution” category.

Established in 1986, the CODiE Awards celebrate outstanding achievement and vision in the software, digital information and education technology industries. Through a unique combination of journalist and peer review, the CODiE Awards recognize 68 categories of outstanding products and services. This year’s finalists represent an impressive array of technology and business excellence, passion and success. They were chosen from more than 1,100 nominations, submitted by more than 600 companies.

“Competition is tough this year and that makes selection as a CODiE finalist a real achievement,” said Ken Wasch, SIIA president. “All the companies on this year’s list should feel justifiably proud of their recognition.”

With WriteToLearn, students practice essay writing and summarization skills, and their efforts are measured by Pearson’s state-of-the-art Knowledge Analysis Technologies™ (KAT) engine, which automatically evaluates the meaning of text by examining whole passages. The KAT engine is a unique automated assessment technology that evaluates the meaning of text, not just grammatical correctness or spelling.

WriteToLearn 4.0 offers reading passages in science, social studies, history and language arts for students to practice summarizing, including more than 200 new reading passages from Pearson’s popular Scott Foresman Reading Street™. WriteToLearn also provides students with scores for each of six traits of writing – ideas, organization,

conventions, sentence fluency, word choice and voice, making it an even more powerful tool for building writing skills.

Twelve Pearson products were named as finalists in this year's (SIIA) CODiE Awards. Honors for Pearson's products span the award program's software, content and education categories. In addition to WriteToLearn, the Pearson products recognized this year are eCollege, ELLIS, FamilyEducation, KnowledgeBox[®], NovaNET[®], PASeries[®] (Progress Assessment Series[®]), Pearson Inform[™] 4.1, PowerSchool[®] Premier, SuccessMaker[®] Enterprise, Waterford Early Learning[™] -Math and Science and Waterford Early Learning-Reading.

In the next step of the CODiE Awards process, SIIA members will select winners in each category. The 2008 CODiE Awards will be presented on May 20 at the CODiE Awards Gala at the Palace Hotel in San Francisco. For a complete list of the 2008 CODiE Award finalists, visit <http://www.siiia.net/codies/2008/finalists.asp>.

More information about WriteToLearn is available at www.WriteToLearn.net.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 800 leading software and information companies. For further information, visit www.siiia.net.

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. For students preK-12, Pearson provides effective and innovative curriculum products in all available media, educational assessment and measurement for students and teachers, student information systems, and teacher professional development and certification programs. The company's respected brands include Summary Street, WriteToLearn, Scott Foresman, Prentice Hall, AGS, PowerSchool, SuccessMaker, TeacherVision and many others. Pearson's comprehensive offerings help inform targeted instruction and

intervention so that success is within reach of every student. Pearson's other primary businesses include the Financial Times Group and the Penguin Group.

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