

*****NEWS RELEASE***NEWS RELEASE*****

Renaissance Learning's 'quiet reading revolution' gathers pace

In response to a recent study, author Michael Rosen commented on the lack of 'whole book reading' that takes place in UK primary schools. This is a concern shared by many, including New York Times best-selling author GP Taylor.

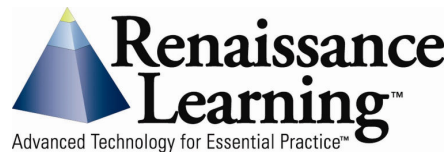
However, this criticism cannot be levelled at all schools as a quiet reading revolution is gathering pace at those that have introduced Renaissance Learning's Accelerated Reader program.

Over 300,000 children are discovering and developing a genuine love of books, with many reading for at least 30 minutes every day, as a result of the personalised reading practice offered by the program – as witnessed by GP Taylor during numerous school visits:

"In a growing number of schools, the book is a much loved and much treasured object. From the north of Scotland to the south coast, many schools have fostered an environment where reading is a fundamental part of school life. In some of the most barren and educationally deprived areas of the country it is now NOT an unusual sight to see children with reading books. In many of the Accelerated Reader schools that I visit I have been overjoyed at seeing classes full of young readers with their heads firmly planted in books. I would suggest Mr Rosen visit some of these schools where a reading revolution is taking place."

The success achieved by schools using Accelerated Reader has also been noted by organisations such as the Specialist Schools and Academies Trust. They reported that pupils using the program increased their reading age by at least 1.4 months every chronological month – with many more well exceeding that rate – in a recently published pilot study.

In addition to offering the world's most widely used reading software, Renaissance Learning has also teamed up with a number of leading authors to create the 'Quest for Knowledge' (www.watchthemgrow.co.uk/quest), which is aimed at encouraging



reading for pleasure. Dirk Foch, Managing Director of Renaissance Learning UK Ltd, comments:

“A quiet, but growing, reading revolution really is happening in schools up and down the country, with more and more schools turning to the personalised reading practice offered by Accelerated Reader. At Renaissance Learning we are delighted to support this commitment to raising literacy standards with symposiums, author events and initiatives such as the ‘Quest for Knowledge’.”

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About Renaissance Learning UK Limited

Renaissance Learning UK Limited is a subsidiary of Renaissance Learning Inc, founded in Wisconsin (USA) in 1986. Renaissance Learning UK Ltd is a leading provider of educational solutions to primary and secondary schools across the United Kingdom.

Adopted by more than 74,000 schools worldwide and used by over 300,000 children in the UK every day, Renaissance Learning produces the world's most widely used reading software, Accelerated Reader Advantage, and the world's most successful maths software, Accelerated Maths Advantage.

Renaissance works closely with the National Literacy Trust, the National Education Trust and Specialist Schools and Academies Trust, and is supported by best-selling authors for children, such as Malorie Blackman, Peter J Murray and GP Taylor.