

HEADSPROUT EARLY READING PROGRAM™ PURCHASED WITH STIMULUS FUNDS BY BOONE COUNTY SCHOOL DISTRICT FOR USE OVER THE NEXT 5 YEARS

**Early Reading Program Will Enhance Grade-Level Reading Skills
For Over 3,000 Kindergarten and 1st Graders
In All 12 District Elementary Schools beginning September, 2009**

Florence, KY, June 24, 2009 – *Headsprout Early Reading*™, a leading scientifically-developed online reading program that enhances basic reading skills, today announces that the Boone County School District has approved the *Headsprout Early Reading* program for all of the 3,000+ Kindergarten & First Graders, in all 12 elementary schools, for the next five years beginning in the 2009-2010 school year. Using IDEA and ARRA stimulus funding, the Boone County school district purchased a five year site license that will target Kindergarten and 1st grade beginning or non-readers to bring them up to a mid-2nd grade reading level and also provide a powerful Response to Intervention (RTI) solution for all struggling students. The *Headsprout Early Reading* program guarantees the Boone County School District will help elevate all participating Kindergarten and 1st grade students who are either beginning or non-readers, to a mid-2nd grade reading level after completing the 80 lesson program.

“The progress of our Headsprout students is remarkable”, said Karen Cheser, Assistant Superintendent for Learning Support Services for Boone Co. Schools. “One student in Tier 2 of Response to Intervention increased from 30 words per minute to 96 and is now on grade level—in just 3 months! We are excited about using the program district-wide in K-2. We know that Headsprout will fill our gap in research-based, highly-engaging, literacy interventions for young children.”

"We're very pleased and excited to be a trusted partner in the Boone County School District's unwavering commitment to help the children of Boone learn to read.," said Dave Anderson, Headsprout CEO. "The current stimulus funding is extremely timely in order to prepare for the upcoming school year. *Headsprout Early Reading* meets all the requirements outlined by IDEA and ARRA stimulus funding and is the only early reading program in America which provides school districts with a money-back guarantee for any K-1 students not reading at grade level upon completion of our program."

With a proven record of success in school districts across the country, the *Headsprout Early Reading* program dramatically improves phonemic awareness, phonics, fluency, vocabulary, and

comprehension, all vital to a reader's success. ***Headsprout Early Reading*** offers a unique adaptive experience for each student because its patented Sprout Learning Technology immediately adjusts to each student's reading strengths and weaknesses. As the child proceeds through the lessons, the technology adapts to his/her individual performance, ensuring success for every student. Lessons average 20 minutes and are available from any Internet-connected computer with minimal training required for teachers. Children complete each lesson independently.

Elementary Curriculum Consultant Krista Decker raves, "My son has been using Headsprout at home since December and has gone from a nonreader to a reader. The program has made an amazing difference in his attitude toward school. Before Headsprout he wouldn't even attempt to try to read; now he is willing to try to read anything. Thank you Headsprout!"

About Headsprout

Headsprout was founded in 1999 by a team who has spent the last 20 years improving education for young children. Headsprout's Sprout Learning Technology, which powers ***Headsprout Early Reading*** and the soon to be published ***Headsprout Reading Comprehension***, provides a low-cost, easy-to-use instructional solution for reliably teaching fundamental literacy skills. Headsprout's mission is to be a major force in helping eliminate illiteracy in young children in this country in this decade, by making its Sprout Learning Technology available for children everywhere through the Internet. Headsprout is a privately-held company based in Seattle, WA. For more information about Headsprout, please visit their website at www.headsprout.com.

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