

Philadelphia School District Approves Headsprout Early Reading Program for Elementary School Use

First Scientifically Developed Online Reading Program Promoting Grade-Level Reading Success with Money-Back Guarantee

Philadelphia, PA, December 10, 2003 - Headsprout Early Reading™, a scientifically-developed online reading program teaching basic reading skills, has been approved by the Philadelphia School Reform Commission for purchase in the Philadelphia School District for up to one million dollars this academic year. Approximately 130 elementary schools are eligible to purchase the program, which guarantees that Kindergartners and 1st Graders will be reading at grade level after completing the 80 lessons according to the program guidelines. Headsprout was successfully piloted in 10 of the District's elementary schools in the 2002-2003 school year.

Headsprout Early Reading provides students with the equivalent of a personal reading tutor that they can use at home or at school, giving them individual attention not always able to be provided in today's classrooms. The program coincides with Philadelphia School District CEO Paul G. Vallas' Students Succeeding and Empowerment Goals to provide effective instructional programming and support to Philadelphia students. Through Headsprout, students will receive research-based supplemental reading instruction.

"We're very pleased and excited to be able to help the children of Philadelphia achieve reading success," said Greg Stikeleather, Headsprout CEO. "Headsprout Early Reading meets all the requirements outlined by the No Child Left Behind Act. It is the only early reading program backed by the type of research and data that enables us to offer schools a money-back guarantee or credit for any students not reading at grade level after completion of the program. There is no more effective, easy-to-use, and overall affordable solution for schools to get their students reading."

Headsprout Early Reading offers a unique adaptive experience for each learner because its patented Generative Learning Technology immediately adjusts to the child's reading strengths and weaknesses. As the child proceeds through the lessons, the technology continues to adapt to individual performance, teaching the material in alternative ways if a child is having difficulty. Lessons average 20 minutes and are available from any Internet-connected computer with no special training required for parents or teachers. Children can generally complete lessons without assistance.

About Headsprout

Headsprout was founded in 1999 by a team who has spent the last 20 years improving education for young children. Headsprout's Generative Learning Technology provides a low-cost, easy-to-use instructional solution for reliably teaching fundamental academic 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 Generative 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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