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## **SCORE! Educational Centers Partners With Headsprout To Offer Early Reading Program for 4-to 7-Year-Olds**

Chicago, March 16, 2005 – *SCORE!* Educational Centers, Inc., a subsidiary of Kaplan, Inc. and leading provider of after-school learning programs, today announced that it will partner with Headsprout, a provider of cutting-edge, computer-based learning programs for children to deliver an online, interactive reading program that teaches 4-to 7-year-olds how to read. The program will be launched at *SCORE!*'s 143 Advantage Program centers nationwide and available for clients on April 1.

This new reading curriculum will enrich *SCORE!*'s Early Learner program and offer families a customized learning program to meet their child's needs. Through the reading program, *SCORE!*'s academic coaches will help 4-to 7-year-old children become readers, or further their beginning reading skills, in five to six months.

"Learning to read is an important milestone for all children. Parents often come to us for help in teaching their children the basic fundamentals of reading," said Eric Cantor, CEO and President of *SCORE!* "This innovative reading program will help children build valuable skills that provide a foundation for academic growth."

"Combining Headsprout's research-based instruction with *SCORE!*'s successful framework for developing academic achievement is a winning combination for families of young children," said Greg Stikeleather, CEO and President of Headsprout. "When children enjoy reading and can read well and with confidence, it sets the stage for their future success."

The Headsprout program consists of 80 interactive lessons and numerous printed stories. The program instructs students on all five components of early reading – phonemic awareness, phonics, fluency, vocabulary and text comprehension.

Most importantly, the Headsprout program is fun, motivating and measurable. The highly interactive, animated lessons keep kids engaged and excited about reading, while child-friendly progress maps help students keep track of their own reading development.

### **About SCORE!**

Founded in 1992, SCORE! Educational Centers, Inc. ([www.escore.com](http://www.escore.com)) is a leading provider of after-school learning programs for children in grades K-10. Over the past 12 years, SCORE! centers have helped more than 250,000 students reach their academic potential in math, reading, writing, and more. SCORE!'s program includes personal coaching, positive reinforcement and a customized curriculum that adapts to each child's pace and learning needs. With 166 educational centers nationwide, SCORE! serves approximately 80,000 students annually. SCORE! Educational Centers, Inc., is a subsidiary of Kaplan, Inc. Kaplan is a wholly owned subsidiary of The Washington Post Company (NYSE: WPO).

### **About Headsprout**

Founded in 1999, Headsprout ([www.headsprout.com](http://www.headsprout.com)) is a provider of computer-based learning programs for reliably teaching fundamental academic skills. Headsprout's early reading program offers a scientifically-developed online reading program that effectively and reliably teaches 4-to 7-year-olds how to read. Headsprout guarantees grade-level reading success by transforming the learning experience for early readers and aiding parents and teachers in the process of child literacy. Children navigate through fun, interactive animated lessons, averaging 20 minutes in length, and Headsprout's patented instructional technology adapts to the unique capabilities of each child. Headsprout's mission is to be a major force in helping eliminate illiteracy in young children in this country in this decade.

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