

Headsprout Announces Nationwide Promotion in Support of Literacy for All Young Learners

'5-by-5' Promotion Offers Headsprout Early Reading to Classrooms Nationwide

Seattle, WA, April 13, 2004 - Headsprout, producers of Headsprout Early Reading™, the first and only scientifically-developed supplemental reading program to offer schools a performance-based money-back guarantee, today announced the launch of its '5-by-5' promotional campaign. Teachers who sign up five students for Headsprout Early Reading and have them complete the first five online lessons of the program are entered into a monthly drawing. Winners of the monthly drawings will receive both the online and offline Headsprout Early Reading materials for their classroom. Educators can sign up students for the '5-by-5' promotion for free at www.headsprout.com/teachers.

The nationwide promotion will kick off in Boston at the National Catholic Educational Association and San Francisco at the National Association of Elementary School Principals conferences from April 13th through the 20th. The Headsprout Early Reading program will be awarded to a teacher's classroom each day of the conferences. Subsequent monthly drawings will be held through December 2004.

"This promotion is a great opportunity for schools across the country to see first-hand how Headsprout can make a positive impact on children's reading. Children are able to read their first 'Sprout Story' after just five lessons," said Greg Stikeleather, CEO of Headsprout. "The gift of reading shouldn't come with a hefty price tag. Through the '5-by-5' promotion, our free trial, and our performance guarantee, we offer schools and teachers a program that prides itself on proving its value--only Headsprout offers a money-back guarantee for children not reading at grade level by the end of the program. We've created a very special product and this promotion is just one of the ways we can share it with educators and students across the country."

Headsprout Early Reading offers a unique adaptive learning experience through its patented Generative Learning Technology. As each child proceeds through the lessons, the technology continually adapts to individual performance, teaching the material in alternative ways. Lessons average 20 minutes and are available from any Internet-connected computer with no special training required for students, parents or teachers. Currently, Headsprout is being used to teach children to become fluent readers in school districts and homes across the country.

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. Every hour of every day, in schools and homes across the country and around the world, children are learning to read with Headsprout. 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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