



For Immediate Release

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LEARNING.COM NAMES NEW VICE PRESIDENT OF MARKETING, PRODUCT MANAGEMENT

James Kuhr's In-Depth Knowledge of K-12 Education Market Will Support Company's Mission to Improve Learning Outcomes

Portland, Ore. – January 17, 2007 – Learning.com today announced that James Kuhr has joined its management team as vice president of marketing and product management. He will oversee Learning.com's continued momentum as the premier provider of Web-enhanced instruction.

Kuhr will manage Learning.com's expansion into new education subject areas with new product development, and will champion the company's efforts to build awareness and visibility for the organization as an industry leader.

Kuhr is uniquely qualified to support Learning.com through his experience in the K-12 education market. He developed products and led multiple teams for Microsoft Corporation's education initiatives, and for Apple Computer, including managing and developing Apple's first K-12 Internet solution and the launch of additional Apple products. Kuhr most recently has had a successful consulting business providing firms with expert product development, forward-thinking positioning strategies and marketing initiatives, and positioning companies to be at their most competitive. His diverse client base has given him experience in international markets with Fortune 100 firms and start-up companies.

"Jim is perfectly suited to join our executive team," says Bill Kelly, CEO and co-founder of Learning.com. "His business insight as well as his passion to support educators will help Learning.com fulfill its mission to improve student learning outcomes through our digitally infused instruction and assessment focus."

About Learning.com

Learning.com, the premier provider of Web-enhanced instruction, partners with schools and districts to improve student learning outcomes. The Portland, Ore.-based company transforms learning experiences through its understanding of the art and science of Web-based teaching and learning. Its pioneering software products, [EasyTech](#) and [TechLiteracyAssessment](#), provide educators with the tools to incorporate technology skills into core curriculum instruction. Educators also receive the data to understand how well students are grasping foundational technology skills and meeting accountability requirements. For more information, please visit www.learning.com or call 503-284-0100.

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