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Learning.com and Edelman Team Up to Promote Award-Winning Solutions that Improve Student Learning

Edelman's Portland Office Selected as Learning.com's PR Agency of Record

Portland, Ore. – June 19, 2007 – The Portland office of Edelman, the world's largest independent public relations firm, today announced that Learning.com, the premier provider of Web-enhanced instruction, has named Edelman as its public relations agency of record.

Portland, Ore.-based Learning.com transforms learning experiences through its understanding of Web-based teaching and learning, and its Internet-delivered solutions enable school districts to improve student learning outcomes. EasyTech is a K-8 technology literacy curriculum that helps students develop and apply technology skills to core curriculum. TechLiteracy Assessment is a technology proficiency assessment providing educators with the data to understand how well elementary and middle school students grasp technology skills. Aha!Math, launching this summer, is a K-5 supplemental curriculum designed to help teachers improve students' math skills.

"We look forward to partnering with Edelman to broaden awareness in the education community about our innovative solutions that help teachers improve student learning outcomes," said Bill Kelly, CEO, chairman and cofounder of learning.com "Edelman's strategic perspective, creativity and experience in the education industry will support this initiative."

The Edelman Portland team of seasoned communications experts has been garnering world-class results for a diverse portfolio of clients in the education, consumer, technology, and public affairs sectors including Acxiom, Autodesk, Columbia Sportswear, InFocus, Craft Brands, Microsoft and Oregon Bridge Delivery Partners.

"Edelman is honored to partner with Learning.com, an innovative leader in integrating technology into teaching and learning, because of the importance of technology-based learning to our children's future," said Erin Holland, executive vice-president and general manager of the Portland office. "We look forward to working closely with Learning.com to educate school districts about Learning.com's effective approach and to keep the company top-of-mind within influential education and national outlets."

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 solutions are EasyTech, a proven, K-8 technology literacy curriculum that helps students develop and apply their technology skills to math, language arts, social studies and science objectives; TechLiteracy Assessment, an authentic technology proficiency assessment, that provides educators with the data to understand how well students grasp foundational technology skills and meet accountability requirements; and Aha!Math, an interactive supplemental math curriculum for grades K-5, that supports teachers to improve students' foundational math skills, while developing their higher level problem-solving and reasoning skills. For more information, please visit www.learning.com or call 800-580-4640

About Edelman

Edelman is the world's largest independent public relations firm, with 2,700 employees in 48 offices worldwide. The firm was named PRWeek's Large Agency of the Year for 2006. Advertising Age named Edelman as one of ten marketing firms to watch in 2007 in its Best Agencies issue. Edelman was also named 2006 Large Agency of the Year and 2005 International Agency of the Year by The Holmes Group. A&R Edelman was formed following the acquisition of A&R Partners in May 2006.

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