

What Works Clearinghouse Gives Top Grades to Pearson's SuccessMaker Enterprise

Independent Research Shows Student Comprehension and General Literacy Achievement Increase 11 Percentile Points, on Average

Digital Educational Software Program Individualizes Reading and Math Instruction for Students, Aligns to State Standards

WASHINGTON, DC – July 8, 2009 - Pearson today announced the Department of Education's [What Works Clearinghouse](#) (WWC) favorably [reviewed SuccessMaker Enterprise](#), Pearson's digital, supplemental, curriculum solution designed to support classroom instruction in reading and mathematics for grades k-8. The WWC rated SuccessMaker Enterprise as having potentially positive effects on students' comprehension and general literacy achievement, with students scoring an average of 11 percentile points higher than students using other digital interventions in both areas.

"The WWC's positive review of the research supporting SuccessMaker Enterprise will provide districts confidence that they are using a program that will enhance the achievement of their students, including those with a wide range of needs," said Marcy Baughman, Pearson's Director of Academic Research.

Used in conjunction with a school's core reading or math program, SuccessMaker Enterprise individualizes learning with standards-aligned content and meets students on their digital turf.

"SuccessMaker Enterprise is a technology-driven tool that automates the delivery of differentiated instruction, enabling students to learn at their own pace and providing engaging, digital characters to truly motivate students. At the same time, educators benefit from an integrated learning management system that combines up-to-the-minute classroom information with on-demand reports that allow teachers and administrators to track progress by student, class, school or district," said Pearson's President of Digital Bob Roliardi.

SuccessMaker Enterprise offers a leveled reading curriculum that reflects the National Reading Panel's five strands for reading instruction – phonemic awareness, phonics, fluency, vocabulary and text comprehension. The mathematics lessons in SuccessMaker Enterprise incorporate practice tutorials and assessments based on the National Council of Teachers of Mathematics' best practices for math instruction.

The WWC evaluated SuccessMaker Enterprise individually by conducting a literature review of all reports and studies using the digital program. WWC examined 36 potential studies and ultimately used data from three studies that met its standards. Data from the three studies covered 450 elementary, middle and high school students, ranging in age from nine to 16 years, in Alabama, Illinois and Virginia.

SuccessMaker Enterprise qualifies for [American Recovery and Reinvestment Act](#) (ARRA) stimulus funds in these areas: Title I, 21st Century, Title III, Reading First, Title V, IDEA, and EETT. Learn more at Pearson's Grants and Funding website, www.fundingforschools.com.

To view SuccessMaker Enterprise in action, visit <http://www.pearsonschool.com/index.cfm?locator=PSZg8s> or [click here](#) for more information.

About Pearson

Pearson (NYSE: PSO), the global leader in education and education technology, reaches and engages today's digital natives with effective and personalized learning, as well as dedicated professional development for their teachers. This commitment is demonstrated in the company's investment in innovative print and digital education materials for preK through professional learning, student information systems and learning management systems, teacher development, career certification programs, and testing and assessment products that set the standard for the industry. The company's respected brands include Scott Foresman, Prentice Hall, Addison Wesley, Benjamin Cummings, the Stanford Achievement Test, the Wechsler family of assessments, SuccessNet, MyLabs, PowerSchool, SuccessMaker and many others. Pearson's comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student at every level of education. Pearson's commitment to education for all is supported by the global charitable giving initiatives of the Pearson Foundation. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information, go to www.pearson.com.

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For more information, press only:

Kate Miller, Pearson, 800-745-8489, kate.miller@pearson.com