

News Release

FOR IMMEDIATE RELEASE

**CLASSROOM CONNECT LAUNCHES VERSION 1.0 OF ITS K-6 READING
STAFF DEVELOPMENT PROGRAM, CONNECTED EDUCATOR™ READING**
*Mobile County Public Schools becomes first customer and purchases Web-based program
as part of comprehensive reading staff development solution*

BRISBANE, CA, Aug. 11, 2003 - Classroom Connect today announced the availability of version 1.0 of its Web-based reading staff development program, Connected Educator Reading. Connected Educator Reading features courses that equip K-6 educators with proven instructional strategies and resources they can use in the classroom to help all students become successful readers as defined by the National Reading Panel and federal Reading First initiative.

The company also announced that Mobile County Public Schools in Mobile, Alabama has become the program's first customer, purchasing more than 50 subscriptions to Connected Educator Reading for its elementary school reading teachers. As part of its reading staff development plan, Mobile also purchased Camp Connect™ Reading, a three-day, face-to-face workshop that will help the district's teachers learn how to successfully use technology to teach reading.

According to Marilyn Howell, the Elementary Reading Curriculum Supervisor for Mobile County Public Schools, "The major advantage of Connected Educator Reading is that our teachers will continue to strengthen their own knowledge base in sound instructional strategies in reading, extend their technological knowledge, and utilize the program as a vehicle for delivering instruction to students."

"Connected Educator Reading is the ideal program for any district wanting to improve the quality of its reading instruction. It can benefit teachers as a standalone online experience or can be integrated with onsite reading professional development programs," said Jim Bowler, Vice President of Marketing for Classroom Connect. "Mobile County Public Schools is an excellent example of a model school district that is blending different approaches to staff development to create a focused plan that gives every teacher the opportunity to be successful."

Connected Educator Reading version 1.0 offers four self-paced courses, with additional courses to be released throughout the coming year. Each course addresses one of the five components of reading instruction that lead to student reading achievement, including phonemic awareness, phonics, fluency, vocabulary, and text comprehension. Courses available now include:

- Phonics Grade K
- Phonics Grade 1
- Text Comprehension Grades 2-3
- Text Comprehension Grades 4-6

- more -



Each course within Connected Educator Reading is divided into four Parts and each Part includes two or three, 45-minute Sessions that teachers can complete sequentially or randomly, depending on their individual learning goals. End-of-course Session Reviews provide real-time assessment to help each teacher monitor their subject mastery. In addition, Connected Educator Reading faculty members are available at any time throughout each course to answer questions and provide ongoing motivation and support to learners.

Connected Educator Reading has been named one of “The Top 100” products of the year (2003) by *District Administration* magazine.

Connected Educator Reading is available now. The program is part of Classroom Connect's Reading professional development solution that also includes face-to-face Connected Workshops™, nationwide Connected Classroom Conferences™, and a monthly Connected Newsletter™.

For more information, contact Classroom Connect at (800) 638-1639 or visit the company's Web site at <http://www.classroom.com>.

About Classroom Connect

Classroom Connect is an award-winning provider of professional development programs and online instructional materials for K-12 education. The company is devoted to helping teachers become better teachers by engaging them in their own learning and inspiring positive change in the classroom. Headquartered in Brisbane, CA, Classroom Connect is part of Harcourt Education, a global education provider serving students and teachers in PreK through grade 12, adult learners, and readers of all ages. The Harcourt Education companies are Harcourt School Publishers, Holt, Rinehart and Winston, Harcourt Supplemental Publishers (including the Rigby and Steck-Vaughn imprints), Harcourt Educational Measurement, The Psychological Corporation, Classroom Connect, Harcourt Canada, Harcourt Religion Publishers, and Harcourt Trade Publishers. For further information, please visit <http://www.harcourt.com>

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