

## News Release

### FOR IMMEDIATE RELEASE

#### TEXAS AND MICHIGAN SELECT CONNECTED TECH™ FOR THEIR STUDENT TECHNOLOGY CURRICULA

**BRISBANE, CA – April 28, 2004** – Connected Tech™, a Web-based instructional program for grades K-8 from Classroom Connect, was chosen as the student technology integration curriculum in two statewide technology integration initiatives, the company announced today. Michigan's \$68 million "Freedom to Learn" program and Texas' \$12 million "Technology Immersion Pilot" are projects aimed at improving student achievement in core academic subjects by providing students with appropriate learning technologies.

"We are honored to be a part of the Michigan and Texas programs that will positively impact so many students," said Jim Bowler, President and CEO of Classroom Connect. "Being chosen to be a part of these two important statewide programs validates our recent decision to refocus our company solely on the two core areas of Technology Integration and Customized Professional Development."

Introduced in November 2003, Connected Tech has been shown in studies to provide an effective way to help students learn lifelong technology applications skills, while also improving overall student achievement.

In partnership with Hewlett-Packard, the Freedom to Learn package targets Michigan's middle school students with the possibility of reaching up to 132,000 sixth-grade students over four years.

"Classroom Connect has a reputation for providing high quality technology integration products for both students and teachers," said Leslie Wilson, Director of Professional Development for the Freedom to Learn program. "We chose Connected Tech because it was the only program with a strong breadth and depth of technology integration curriculum that clearly met the needs of both the technology and classroom teacher."

The Freedom to Learn program is operated jointly by the Michigan Department of Education and Michigan Virtual University.

Classroom Connect has also partnered with Dell in Texas to provide Connected Tech to up to 30 middle school districts over a two-year period as a part of the experimental Technology Immersion Pilot. The state has approved packages for districts to choose from, with Connected Tech selected as official student curriculum. Classroom Connect has also partnered with the Region One Educational Service Center in Texas to include technology integration professional development from Classroom Connect as a choice.

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Classroom Connect's selection as the student curriculum for this program accentuates its already strong presence in Texas. Earlier in the year the Texas State Board of Education approved Connected Tech for inclusion on the state's Technology Applications Adoption list.

In April, Classroom Connect refocused its business on the two core areas of Technology Integration and Customized Professional Development. Connected Tech is part of Classroom Connect's Technology Integration solution that also includes online, face-to-face, and print professional development options for K-12 educators. The Customized Professional Development solution features workshops and conferences, as well as eSchool® Online, an Internet-based platform for meeting the unique staff development needs of educators. For more information, contact Classroom Connect by calling (800) 638-1639 or by visiting the company's Web site at [www.classroom.com](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. 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. Harcourt Education is part of Reed Elsevier Group plc ([www.reedelsevier.com](http://www.reedelsevier.com)), a world leading publisher and information provider. Reed Elsevier Group plc is owned equally by Reed Elsevier PLC (NYSE: RUK) and Reed Elsevier NV (NYSE: ENL).

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