

News Release

FOR IMMEDIATE RELEASE

CLASSROOM CONNECT ANNOUNCES AVAILABILITY OF EFFECTIVE TECHNOLOGY INTEGRATION™ (ETI)

SAN DIEGO, CA – Jul. 05 2006 – Classroom Connect, today at the National Educational Computing Conference (NECC), announced the nationwide availability of Effective Technology Integration™ (ETI), a new online professional development program that helps teachers raise student achievement through the use of technology in the classroom.

ETI is one of several upcoming programs due for release in 2006 as part of the Raising Student Achievement™ (RSA) suite of cost-effective, customizable professional development programs in targeted curricular areas. RSA programs deliver comprehensive, research-based training content via the Internet, combined with video on CD-ROMs – providing an engaging, multi-media experience for educators and administrators.

The ETI program includes six, hour-long multi-media modules on exemplary practices for integrating technology into the classroom to raise student test scores.

ETI module titles include:

1. The Power of Tech Integration
2. The Internet in the Classroom
3. Tech Integrated Lessons: From Planning to Assessment
4. Differentiated Instruction and Tech Integration
5. Math and Tech Integration
6. Language Arts and Tech Integration

ETI also includes a Resource Library that contains lessons, teaching tips and reading materials that teachers can put to use in the classroom the very next day.

“Our goal is to help teachers raise test scores,” said Jim Bowler, president and CEO of Classroom Connect. “Technology has proven its ability to produce increased student achievement in the classroom. Our task is to show teachers how to use technology as a means to engage and motivate students by enhancing existing reading and math teaching practices. ETI helps school districts meet their curricular and technology literacy goals, and will complement existing face-to-face programs.”

For more information about Effective Technology Integration™ (ETI) and the Raising Student Achievement™ (RSA) suite of cost-effective, customizable professional development programs, visit the Classroom Connect booths – numbers 2101 and 2103 – during NECC, July 5, 6 and 7, 2006. You may also contact Classroom Connect by calling (800) 638-1639 or by visiting the company’s Web site at 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. For further information, please visit <http://www.harcourt.com>.

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