

NEWS RELEASE

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Franklin L. Smith Joins Renaissance Learning, Inc.

January 4, 2010, Wisconsin Rapids, WI –Renaissance Learning Inc. today announced the appointment of Franklin L. Smith, Ed.D, as Senior Vice President of Urban Accounts.

Dr. Smith joins Renaissance with extensive experience in sales to large urban school districts, having served in similar roles with several educational companies. Prior to his successful sales career, he served as Superintendent of Schools in Washington, D.C. and Dayton, Ohio.

“We are delighted that Franklin has joined Renaissance to lead our Urban Accounts team,” said Terrance D. Paul, CEO of Renaissance Learning. “Franklin brings a unique combination of large district leadership, a track record of sales excellence in K-12 to an already strong urban accounts team, and a passion for helping kids and accelerating their learning. Under Franklin’s leadership, our urban accounts focus will expand to further cement our commitment to providing large urban districts with the solutions necessary to meet their unique needs and challenges.”

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About Renaissance Learning, Inc.

Renaissance Learning, Inc. is the world’s leading provider of computer-based assessment technology for pre-K–12 schools. Adopted by more than 74,000 schools, Renaissance Learning’s tools provide daily formative assessment and periodic progress-monitoring technology to enhance core curriculum, support differentiated instruction, and personalize practice in reading, writing and math. Renaissance Learning products help educators make the practice component of their existing curriculum more effective by providing tools to personalize practice and easily manage the daily activities for students of all levels. As a result, teachers using Renaissance Learning products accelerate learning, get more satisfaction from teaching, and help students achieve higher test scores on state and national tests. Renaissance Learning has seven U.S. locations and subsidiaries in Canada and the United Kingdom.