

NEWS RELEASE

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RENAISSANCE LEARNING AWARDED CONTRACT FOR MICHIGAN REMC \$AVE BID FOR THIRD STRAIGHT YEAR

February 8, 2010, Wisconsin Rapids, WI—Renaissance Learning today announced that it has again been awarded a contract through Michigan’s Regional Educational Media Center (REMC) Statewide \$AVE Bid Project. The contract allows organizations to purchase NEO laptops, the 2Know! classroom response system, and accompanying accessories.

The REMC \$AVE Bid Project is a voluntary purchasing program developed to secure aggregated volume bid prices that meet state bid procedures for Michigan schools and other eligible agencies.

“For a third year, our participation in the \$AVE project will provide Michigan schools with cost-effective alternatives,” said Steve Schmidt, President and Chief Operating Officer of Renaissance Learning. “Teachers using NEO laptops and the 2Know! system gain immediate value through improved student engagement and immediate feedback, which accelerates the educational experience.”

Renaissance Learning’s laptop product line improves students’ basic writing and keyboarding skills and engages them in the process of learning. The NEO 1 and NEO 2, designed specifically for schools, are affordable, portable, easy-to-use laptops with a full-sized keyboard, large LCD screen, and extraordinary battery life, making it ideal for learning basic keyboarding skills and providing personalized writing practice.

As part of the interactive 2Know! classroom response system, the handheld Renaissance Responders utilize two-way radio-frequency communication and a screen to display question, answer choices, and responses. The technology helps teachers know instantly if students understand key concepts and provides automated scoring for classroom assessments and quizzes.

Michigan’s REMC requires \$AVE bid contractors to submit a quarterly report, pay administration fees based on the amount of sales, honor bid prices for the term of the contract, promote the REMC contract when working with REMC schools, and follow the outlined order process. The contractors are chosen based on the quality, price, and customer satisfaction.

Schools interested in purchasing contracted products can visit the REMC Web site at www.remcbid.org.

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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 73,000 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.