

# NEWS RELEASE

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## Renaissance Learning and Green Bay Packer Jermichael Finley Partner to Promote Accelerated Reader

**August 30, 2011, Wisconsin Rapids, WI** – Renaissance Learning announced today that it has entered into an endorsement partnership with Jermichael Finley, tight end for the Green Bay Packers. Finley will help promote awareness for the importance of reading and the company’s Accelerated Reader software during the 2011-2012 school year.

Finley, who used Accelerated Reader as an elementary school student in Diboll, Texas, will be featured in a national advertising campaign in several education trade publications throughout the school year. In addition, Finley will be featured on a poster encouraging K-12 students to read and in a book to be published by the company in spring of 2012, entitled *Where Are They Now: Extraordinary Stories of Students Whose Lives Were Transformed Through Reading*.

“Accelerated Reader was huge at my school. I was one of those kids that didn’t like reading, but meeting goals through Accelerated Reader really helped me,” Finley said. “Accelerated Reader helped me learn to pay attention to the details. In order to do well with AR, you have to read the whole book to ensure you’re ready to take that quiz—it’s the same with football: you have to approach every play to make sure you’re ready to execute right on the field on Sundays.”

“We are thrilled to be partnering with Jermichael Finley—a very talented football player who was affected positively by Accelerated Reader as a student,” said Glenn R. James, chief executive officer of Renaissance Learning. “We are confident that his endorsement will help inspire students to realize that with reading, anything is possible.”

The advertisement features Finley reading to his three-year-old son Kaydon and will run in several issues of *Scholastic Instructor* and *Learning* magazines. Finley’s story, as well as the free poster, is available to K-12 educators at [www.renlearn.com/champion](http://www.renlearn.com/champion).

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### About Renaissance Learning, Inc.

Renaissance Learning, Inc. is a leading provider of technology-based school improvement and student assessment programs for K12 schools. Adopted by approximately 70,000 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 and school improvement programs 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 and programs 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.

### About Jermichael Finley

One of the NFL’s elite tight end talents, Jermichael Finley has shown that he’s on the brink of stardom in the NFL. The New York Times recently named Finley “the best tight end in football, right now.” After just one year of NFL experience, Finley went from a raw rookie to a dominant, rising star that made a name for himself in 2009. Playing a starring role in the Packers playoff run, Jermichael shined in two of the Packers marquee games, combining for 287 yards and 12 receptions against the Minnesota Vikings and the playoff game with the Arizona Cardinals. Finley’s 159-yard receiving performance in the playoffs

was a Packers franchise record. A third round pick out of Texas in 2008 for the Packers, Finley ranks third all-time in receptions for the Longhorns despite only playing two seasons. A two-sport star in high school, Finley was offered scholarships to the University of Arizona for both basketball and football before signing on to play football for college coaching legend Mack Brown.