

NEWS RELEASE

2911 Peach Street • Wisconsin Rapids, WI 54494
Phone: (715) 424-3636 • Fax: (715) 424-4242
www.renlearn.com • Email: pr@renlearn.com



RENAISSANCE LEARNING AWARDED CONTRACT FOR READING, MATH SOFTWARE FOR MICHIGAN REMC \$AVE BID

August 17, 2009, Wisconsin Rapids, WI – Renaissance Learning, Inc. announced today that it has been awarded a contract through Michigan’s Regional Educational Media Center (REMC) Statewide \$AVE Bid Project for several of the company’s reading and math software products.

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. Earlier in 2009, REMC awarded agencies in the state of Michigan the ability to purchase the company’s NEO 1, NEO 2, and Dana laptops.

In addition to the NEO and Dana laptops, agencies in the state of Michigan may also purchase Accelerated Reader; Accelerated Math and the scanner and scan cards used with the software; English in a Flash for use with English Language Learners; and STAR Reading, STAR Math, and STAR Early Literacy assessment programs.

“We are thrilled that this award has expanded the possibilities for Michigan educators to use our products to enhance student learning,” said Steve Schmidt, President and Chief Operating Officer of Renaissance Learning. “At a time when schools and districts are facing unprecedented economic hardships and budget cuts, it is awards like the REMC \$AVE Bid that can help make a difference.”

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 go to the REMC Web site at www.remcbid.org. To learn more about the contracted products offered by Renaissance Learning, visit www.renlearn.com.

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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.