Renaissance Learning, Inc.
Advanced Technology for Data-Driven Schools™

More than 1 trillion words read nationwide by students on
Renaissance Learning's Accelerated Reader Enterprise Real Time platform

March 22, 2010, Wisconsin Rapids, WI – Renaissance Learning, Inc. announced today that students nationwide have read more than 1 trillion words this school year, as tracked by the reading practice quizzes taken through Accelerated Reader (AR) software on the company's hosted Real Time platform.

AR Enterprise Real Time is a Web-based management system hosted in Renaissance Learning's data center. Only the data from schools and districts that subscribe to AR Enterprise Real Time were counted to track this milestone, and only the word counts from books read, represented by the 135 million quizzes that were taken and passed, were included in this count.

"Most school days, we see well over 1.3 million quizzes taken through AR Real Time, and we are pleased this activity continues to grow because it represents a huge quantity of high quality reading practice," said Steve Schmidt, President and Chief Operating Officer of Renaissance Learning. "Too often schools receive only negative attention and press, so it's great to report this positive milestone as evidence of some really good things going on at our customer schools. And if we were able to track all student reading measured by Accelerated Reader, including older versions of the product still in use, the words read count would likely be 2 trillion or more this school year."

Accelerated Reader Enterprise is a Web-based reading software program developed to make monitoring student reading practice easier, less burdensome, and providing more reliable data for educators. Schools utilizing Renaissance Learning's AR Enterprise have access to over 130,000 quizzes; Home Connect, which helps keep parents informed of their children's progress; additional reporting, including those useful for Response to Intervention; and more.

The popularity of our hosting service through AR Enterprise Real Time has steadily increased since its introduction in 2003, as it is more cost-effective than on-site school servers, and offers additional data security and reliability.

The hosting data center, located in Wisconsin Rapids, WI, operates Accelerated Reader for over 20,000 schools, helping to accelerate learning for over 6.1 million K–12 students using the program during the 2009–10 school year. The 1 trillion words read milestone follows Renaissance Learning's recently released reading habits report, *What Kids Are Reading 2010: The Book-Reading Habits of Students in American Schools*. For more information about Real Time, go to **www.renlearn.com/rprt.**

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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.