



FOR IMMEDIATE RELEASE

**Top Education Companies Sponsor
2006 Lexile National Reading Conference in Atlanta**

***Conference Exhibits to Showcase Reading Products and Services
From 15 Assessment, Software and Publishing Companies***

DURHAM, N.C. – May 16, 2006 – Fifteen education companies will participate in the 2006 Lexile® National Reading Conference, “Developing Tomorrow’s Readers...Today,” June 19-21 in Atlanta. Scholastic Corporation is the platinum sponsor of the third annual conference. CompassLearning is the silver sponsor. Pearson Educational Measurement, Pearson Assessments and Follett Software Company are bronze sponsors. The conference will feature nationally recognized keynote speakers on reading and assessment, as well as more than 40 sessions on implementing The Lexile Framework® for Reading in schools, districts and states.

“Each year, education companies continue to show their support of Lexiles and our Lexile National Reading Conference,” said Malbert Smith III, Ph.D., president, MetaMetrics® Inc., developer of The Lexile Framework. “Our conference offers educators a unique opportunity to discuss strategies for improving student reading skills with the foremost experts on reading and assessment, as well as representatives from the companies that are leading the industry in linking assessment to instruction.”

Other companies demonstrating their support for the conference by exhibiting include Achieve3000, EdGate, Gourmet Curriculum Press, Harcourt Assessment, Mitinet, Northwest Evaluation Association (NWEA), Questia Media Inc., Scantron, Scholastic Book Fairs and Triumph Learning.

Literacy and assessment experts slated to present include Kathy Cox, Georgia state superintendent of schools; Barbara R. Blackburn, Ph.D., assistant professor, department of curriculum and instruction, Richard W. Riley College of Education, Winthrop University; Roland Good III, Ph.D., associate professor at the University of Oregon; Susan Hall, Ed.D., president, The 95 Percent Group; P. David Pearson, Ph.D., professor and dean, graduate school of education, University of California at Berkeley; Quality Quinn, author and

international literacy consultant; Timothy Rasinski, Ph.D., professor of literacy education, Kent State University; Malbert Smith III, Ph.D., president and co-founder, MetaMetrics; and A. Jackson Stenner, Ph.D., chairman, chief executive officer and co-founder, MetaMetrics.

Registration is \$399 per person, which includes all sessions, breakfasts and lunches, and special events. The Georgia Department of Education is co-hosting the conference, and Georgia educators receive a registration discount of \$150.

The conference will be held at the Sheraton Atlanta Hotel, where special room rates are available through May 19 for attendees. To register or for more information, visit www.lexile.com/conference2006 or call 1-888-LEXILES.

Sponsorship packages and exhibit opportunities are also still available. Interested education companies should contact Trilby Berger at 1-888-LEXILES, ext. 3427 or tberger@Lexile.com.

About The Lexile Framework for Reading

MetaMetrics Inc. developed The Lexile Framework for Reading and its companion scale, The Quantile Framework® for Mathematics. The Lexile Framework provides a common scale for matching reader ability and text difficulty, enabling teachers and parents to choose materials that can help to improve student reading skills and monitor literacy across the curriculum and at home. Recognized as the most widely adopted reading measure in use today, Lexiles are part of reading and testing programs at the district, state and federal levels. More than 100,000 books and 80 million articles have Lexile measures, and all major standardized tests can report student reading scores in Lexiles. Launched in 2004, Quantiles® measure student mathematical achievement and concept/application solvability similar to the way Lexiles measure reading proficiency. The Quantile Framework represents a student's ability to think mathematically in a taxonomy of math skills, concepts and applications. The Quantile strands – Geometry; Measurement; Numbers and Operations; Algebra/Patterns & Functions; and Data Analysis & Probability – integrate and align with the strands described by the National Council of Teachers of Mathematics (NCTM).

For more information, press only:

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