

FOR IMMEDIATE RELEASE

Perfection Learning to Add Lexile Measures to More Than 1,200 Books

K–12 Publisher Licenses Lexile Analyzer From MetaMetrics Inc.

DURHAM, N.C. – May 13, 2008 – MetaMetrics® Inc. announced today that Perfection Learning® is licensing the Lexile Analyzer® to provide Lexile® measures for more than 1,200 of its titles. The publisher of K–12 student and teacher materials will offer Lexile measures for its extensive list of fiction and non-fiction books, such as its line of high-interest/low-reading-level books for reluctant readers and science and social studies content-area titles.

“We are adding Lexile measures to our catalogs in response to requests from teachers around the country for a more effective means of matching students at all ability levels with appropriate reading materials,” said Kristin Hipwell, director of marketing, Perfection Learning. “Using Lexile measures, teachers can quickly and easily connect their students with titles in our ever growing product line based on their unique reading abilities.”

Developed by MetaMetrics, The Lexile Framework® for Reading provides a common, developmental scale for matching reader ability and text difficulty. Lexile measures enable educators, parents and students to select targeted materials that can improve reading skills and to monitor reading growth across the curriculum, in the library and at home. Recognized as the most widely adopted reading measure, Lexile measures are part of reading and testing programs in the classroom and at the district and state levels. More than 100,000 books, 80 million articles and 60,000 Web sites have Lexile measures, and all major standardized tests can report student reading scores as Lexile measures.

Licensing the Lexile Analyzer allows Perfection Learning to analyze text and generate Lexile measures for its fiction and non-fiction books. Following certification by MetaMetrics, Perfection Learning will publish Lexile measures for its titles in its print and online catalogs.

Perfection Learning joins more than 450 trade and textbook publishers who offer Lexile measures for their materials.

“More and more publishers are adding Lexile measures to their books because they recognize the way that teachers, librarians and parents are using the measures to connect readers with materials that match their abilities and interests,” said Malbert Smith III, Ph.D., president, MetaMetrics.

The new titles with Lexile measures from Perfection Learning will be added to the Lexile Book Database. All of the books in the Lexile Book Database are now searchable using MetaMetrics’ “Find a Book” Web site. Young readers and parents can use this free Web site to quickly and easily select books that match their interests—or school assignments—and reading abilities. By simply visiting www.lexile.com/findabook on a computer at home or at the library, entering a Lexile measure and picking a favorite subject, users can view and print a custom “bookbag” of titles.

About Perfection Learning

Founded in 1926 by schoolteachers William J. and Valborg C. Keay, Perfection Learning has grown from a small supplier of school business forms to a leading publisher of teacher and student curriculum materials for grades pre-K through 12. Dedicated to meeting the educational needs of a diverse and changing world, the company is now in its third generation of family ownership. For more information, visit www.perfectionlearning.com.

About MetaMetrics Inc.

MetaMetrics Inc., a privately held educational measurement company, develops scientifically based measures of student achievement that link assessment with instruction, foster better educational practices and improve learning by matching students with materials that meet and challenge their abilities. The company’s team of psychometricians developed the widely adopted Lexile Framework for Reading (www.Lexile.com); El Sistema Lexile para Leer, the Spanish-language version of the Lexile Framework; The Quantile Framework for Mathematics (www.Quantiles.com); and The Lexile Framework for Writing. In addition to licensing Lexile and Quantile measures to state departments of education, testing and instructional companies and publishers, MetaMetrics delivers professional development, resource measurement and customized consulting services. For more information, visit www.MetaMetricsInc.com.

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