

NEWS RELEASE

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For immediate release

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United Learning Receives a Trio of Awards in April

'unitedstreamingTM' wins BESSIE, Streaming Magazine's Reader's Choice and Media & Methods' Portfolio Awards

EVANSTON, ILL. (April 22, 2003) – United Learning today announced its recent win of three prestigious awards for its **unitedstreaming** application. The first award is for Best Educational Website in the Upper Elementary Science category awarded by ComputED's 9th Annual 2002-2003 Best Educational Software Awards (BESSIE). The second is *Streaming Magazine's* 2003 Reader's Choice Award for Best Educational Streaming Program. Rounding out the trio of awards is *Media & Methods'* magazine's 2003 Awards Portfolio.

ComputED Learning Center, San Diego's leading computer education resource, administers the BESSIE awards, which are aimed at recognizing innovative and content-rich programs and websites to provide parents and educators with the technology tools needed to foster educational excellence. All winning titles are made available to school districts, teachers, and the public through ComputED and the *Educational Software Preview Service* of San Diego Center for Educational Technology.

That *Streaming Magazine's* Reader's Choice Awards are recognized within the streaming and broadcasting industry as the definitive award to win focused on the most significant companies, products, and sites that are involved with streaming and webcasting was noted by Executive Editor Peggy Miles.

The *Media & Methods* Awards Portfolio recognizes and celebrates the commitment and creativity of publishers and manufacturers who are making meaningful contributions to excellence in K-12 schools nationwide. Judges make product selections based on: comprehensiveness, versatility for different abilities, easy of use, innovativeness, and level of motivation, interest, strengths and weaknesses.

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“We are particularly honored by the timing of this group of awards,” said Ron Reed, United Learning president. “The BESSIE and *Media & Methods*’ awards are based on the value of our content and the *Streaming Magazine* award is an industry award based on our delivery technology. In combination, they define the two major components of **unitedstreaming**.”

2003 has been a notable year for United Learning and its **unitedstreaming** application. In addition to winning the awards noted above, **unitedstreaming** was recently awarded a perfect ten by *Instructor* magazine and United Learning was selected by Eduventures for inclusion in “Eduventures 100: Leading Businesses Transforming the Education Industry.”

About unitedstreaming

unitedstreaming is a digital content delivery application that offers more than 20,000 core-curriculum, standards-based video clips, lesson plans, and assessments in science, social studies, math, language arts, and health, with extensive professional development and implementation support available. The application is available in more than 22,000 schools, and to more than 9 million students across the United States.

About United Learning

United Learning was founded in 1954 to bring high quality educational content into the K-12 classroom. The company, based in Evanston, Ill., offers more than 5,000 core-curriculum videos, 2,000 digital videos, and 20,000 clips, which are used in more than 40,000 schools in 50 states. Worldwide, United Learning reaches students in over 100 countries in more than 20 languages.

The United Learning website offers a searchable database of standards-based titles in science, social studies, math, language arts, guidance, and health for the school and higher education markets. United Learning’s content is delivered on VHS, DVD, and video-on-demand streaming and video-on-demand downloading from www.unitedstreaming.com. For more information, visit www.unitedlearning.com or phone 800-323-9084.

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