

NEWS RELEASE

For immediate release

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United Learning signs statewide agreement with Louisiana

Award-winning unitedstreaming™ available to 2,000 schools for three years

EVANSTON, ILL. (June 23, 2003) – United Learning today announces a partnership with Louisiana Public Broadcasting (LPB) to make **unitedstreaming** available to more than 55,000 teachers and 869,000 public and private school students throughout the state.

unitedstreaming, a web-based digital video delivery system, is the only standards-based digital video application shown to increase student achievement in an independent scientific evaluation. The evaluation showed an average improvement of 12.6% in students exposed to content in science and social studies from **unitedstreaming** over those students not exposed to the content.

“After surveying teachers and other public television systems around the country who used **unitedstreaming**, we found that educators were very pleased with the quality of the service. That’s why we chose it,” said Louisiana Public Broadcasting President and CEO Beth Courtney. “We are a major producer of instructional television programs, and we are also looking forward to **unitedstreaming** including our programs in their system.”

Funding for the first year of the contract will be provided by rental revenue generated from sharing the Louisiana Public Broadcasting facility with a new cable network, The Football Network. This revenue will provide the subscription service free of charge to all teachers throughout the state. **unitedstreaming** will supplement the 16-18 weekly hours of instructional television currently in the viewing schedule.

“We welcome Louisiana Public Broadcasting as a **unitedstreaming** partner and look forward to sharing our proven content with teachers and students throughout the state,” said Joel Altschul, United Learning chairman. “Our public broadcasting partners continue to be some of our greatest advocates and we welcome their contributions.”

MORE

About unitedstreaming

unitedstreaming is a multiple award-winning, 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. Newly enhanced this year, **unitedstreaming** now features a historical calendar coordinated to video clips, a high-resolution image library and extensive interactive quiz center. The application is available in more than 22,000 schools, and to more than 9 million students across the United States.

Video content developers include United Learning, Slim Goodbody Productions, Discovery Channel School, Standard Deviants, Steven Spielberg's Shoah Foundation, Weston Woods, TV Ontario, Environmental Media Corporation, Sunburst Communications, Rainbow Educational Media and Comprehensive Health Education Foundation.

Recent **unitedstreaming** awards include:

- Streaming Magazine Reader's Choice Award for Best in Educational Streaming Deployment, March 2003
- Media & Methods Awards Portfolio 2003 Winner
- ComputED's 2002-03 Best Educational Software Award
- Instructor Magazine "perfect 10" product rating, March 2003
- *eSchool News* Best Practice, December 2002

About Louisiana Public Broadcasting

Founded in 1975, Louisiana Public Broadcasting (LPB) is the public television network for the state of Louisiana with stations in Baton Rouge, Alexandria, Lafayette, Lake Charles, Monroe, New Orleans and Shreveport. LPB has a strong commitment to education, airing more than 30 hours of Instructional Television, GED and college credit courses each week during the school year. As part of its educational mission, LPB has also produced a number of award-winning ITV series including EnviroTacklebox, Literacy and Learning, LegalEASE, and Dr. Dad's PH3.

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., now offers more than 2,000 core-curriculum 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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