

NEWS RELEASE

For immediate release

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United Learning takes ‘No Child Left Behind’ from promise to practice

**12.6% documented improvement using unitedstreaming™
presented to U.S. Congressional Committee**

EVANSTON, ILL. (Oct. 9, 2002) – United Learning today announced the successful presentation of scientifically-based efficacy research on its streaming video technology application to members of the U.S. House of Representatives’ Committee on Education and the Workforce.

By invitation of Rep. Johnny Isakson (R-Ga.), the results of the first scientific evaluation of educational technology materials for the K-12 classroom were presented by United Learning and Cometrika to Committee members. Cometrika, an independent research firm, performed a control-group study of more than 1,400 elementary and middle schools students in three school districts in Virginia. 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 **unitedstreaming**.

During the presentation to the Committee, Rep. Isakson remarked, “*No Child Left Behind* concentrates resources on research-based programs that have been proven to help children learn, and it gives parents more options in helping their children learn. United Learning recognizes the promise of *No Child Left Behind* and is dedicated to making it a success. The United Learning standards-based application **unitedstreaming** is a great example of how technology can be used to further student achievement.”

“We’re delighted to have scientific evidence that this new application improves student achievement. Being honored in Washington, D.C., with the invitation to present the results before members of Congress helps further our goal to leave no child behind by demonstrating the importance of linking efficacy results to program development,” said Joel Altschul, United Learning chairman.

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Rep. Isakson invited the United Learning management team and Cometrika to Washington, D.C., to present the results of the research to Committee members on Sept. 19 on Capitol Hill. Also during that week, United Learning presented the research results to members of the staffs of Senators Kennedy (D-Mass.), Clinton (D-N.Y.), McCain (R-Ariz.), and Bond (R-Mo.).

About unitedstreaming

unitedstreaming is a digital content delivery application that offers more than 15,000 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 15,000 schools, and to more than 7 million students across the United States.

About the No Child Left Behind Act

President George W. Bush signed HR1 into law on Jan. 8, 2002, with the intent of closing the achievement gap with accountability, flexibility, and choice, so that no child is left behind. The legislation, known as the No Child Left Behind Act of 2001, stipulates that educational materials purchased with public funds must be proven by scientific research to improve student achievement in the classroom.

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 5,000 core-curriculum videos, 1,500 digital videos, and 15,000 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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*Editor's Note: For a full copy of the results of the scientific evaluation of **unitedstreaming** contact Annie Galvin Teich at annie@cblohm.com or 336-273-0714.*