

NEWS RELEASE

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Texas Region 10 Selects ‘**unitedstreaming**™’ for 900 Schools

United Learning Signs Dallas Metro Four-Year Video-on-demand Contract

EVANSTON, ILL. (June 26, 2003) – United Learning today announces a partnership with Education Service Center Region 10 to make **unitedstreaming** available to all 81 school districts and more than 900 campuses in an eight-county region of northern Texas. Region 10 serves more than 40,000 educators and 580,000 PreK-12 students in public schools, Charter Schools and numerous private schools throughout its service area.

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. Educators at each of the 900 schools in Region 10 will have access to the entire video and video clip library that contains more than 5,000 core curriculum videos, 2,000 other videos and 2,000 video clips to supplement instruction.

“We chose **unitedstreaming** because of the positive response we received from our pilot schools. The quality programming and the standards-based video clips make it easy for teachers to use video as an effective teaching tool,” said Carolyn Burrow, program coordinator for Region 10. “**unitedstreaming** gives our schools a tremendous resource to improve teaching and impact student learning.”

unitedstreaming has customizable features giving educators at each school and within each district unparalleled local control of content. New enhancements to the subscription service give users even more choices about when to download or stream video, organize play lists for each curriculum area and manage the bandwidth demands at each location.

This is the second long-term contract that United Learning has signed with a Texas Educational Service Center this school year. **unitedstreaming** is available to every school in Region 11 based in Fort Worth as well as 174 additional individual districts throughout the state. Program pilots are underway in many of the remaining Educational Service Centers.

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 Region 10 Education Service Center

Region 10 Education Service Center is one of 20 regional service centers established by the Texas State Legislature in 1967 for the purpose of providing services to the school districts within a defined geographic region. Regional service centers are non-regulatory, have no taxing authority, and provide services for which participation is voluntary on the part of the local school district. Region 10 Education Service Center, located in Richardson, Texas, provides services that impact more than 500,000 students and 40,000 educators in 81 public school districts, several Charter Schools, and numerous private schools in the 8 counties (and portions of a 9th) in north Texas that make up the Region 10 service area: Collin, Dallas, Ellis, Fannin, Grayson, Hunt, Kaufman, Rockwall, and part of Van Zandt counties.

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.