

NEWS RELEASE

For immediate release

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United Learning Partners with Cerebellum Corporation

Award-winning ‘*Standard Deviants*’ programs now available through unitedstreaming™

EVANSTON, ILL. (Mar.13, 2003) – United Learning today announced a partnership with Cerebellum Corporation to add more than 120 *Standard Deviants* titles in math, language arts and world languages to unitedstreaming. These new titles will be available on unitedstreaming by early summer.

Recommended by more than 500 teachers and college professors, each *Standard Deviants* title is written by an academic team comprised of professors from leading universities such as Yale, University of Virginia, George Washington University and Georgetown University. These award-winning programs cut through the confusion with a clear and concise format, high-tech computer graphics, and a fun approach to serious education. The result is a product unlike any you've ever seen. Sometimes described as a cross between "Sesame Street" and "Saturday Night Live," these products teach the most difficult concepts with an added twist of humor.

“We believe that our partnership with United Learning will have a dramatic impact on our nation’s students and teachers,” said Chip Paucek, Cerebellum’s cofounder and co-CEO. “By adding our dynamic video content to their superior delivery system, United Learning will be able to provide millions of students with access to the learning adventure that is *Standard Deviants*.”

unitedstreaming is the only standards-based digital video application shown to increase student achievement in an independent scientific evaluation. This web-based digital video delivery system has customizable features giving educators at individual schools 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.

MORE

About unitedstreaming

unitedstreaming is a digital content delivery application that offers 2,000 video titles and 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 15,000 schools, and to more than 7 million students across the United States.

About Cerebellum Corporation

Cerebellum has been one of the nation's leading producers of educational media since its inception in 1993. Cerebellum is the producer of the *Standard Deviants* brand of educational programming. *Standard Deviants* is widely acclaimed by educators, parents and students for the ability to make difficult concepts both easy-to-understand and enjoyable. In January, 2002, Cerebellum launched *Standard Deviants School* on the PBS YOU network, the digital distance learning service created by PBS. *Standard Deviants School* broadcasts six hours per day, seven days per week and is available in over 30 million U.S. homes. The *Standard Deviants* TV programming has been the recipient of numerous awards including *TV Guide*'s "Top Ten New Show for Kids" and a *Parents' Choice* award.

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, 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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