

NEWS RELEASE

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United Learning and onCourse Partner to Provide Streaming Video to Schools Through Public TV Stations

EVANSTON, ILL. (May 30, 2003) – United Learning and onCourse today announced a license distribution agreement that gives participating public television stations exclusive rights to provide *unitedstreaming*[™], an on-line digital video-on-demand application, to schools in their viewing areas. Public broadcasting and education leaders have created onCourse to make a rich array of content and resources more readily available to teachers and students and to help improve academic achievement.

“Local public television stations have a long history of providing high-quality instructional video to schools using broadcast, and are committed to the future of digital online delivery,” said Rod Bates, chairman of onCourse. “*unitedstreaming* is being used by a number of our public television colleagues and we believe it is the best digital video delivery system available today. The partnership with United Learning gives us the opportunity to quickly expand our local services to respond to our schools’ requests for digital online video. We are able to offer the research-validated *unitedstreaming* application and support it with locally provided teacher training,” adds Bates.

Launched in 2001, *unitedstreaming* provides full-length videos, video clips, a high resolution Image Library, customizable Quiz Center and downloadable support materials such as teachers’ guides and worksheets. Core curricular video content is correlated to state educational standards. A recent scientific evaluation demonstrated an average increase in student achievement of 12.6% after exposure to *unitedstreaming*. Currently used by more than 160,000 teachers in over 22,000 school buildings, the number of *unitedstreaming* users is expected to grow exponentially in the upcoming school year, as more public television stations begin offering the service to their viewers.

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“We are pleased to partner with public television and to increase access to *unitedstreaming*,” says Joel Altschul, chairman and CEO of United Learning. “Our mission is to help people of all ages to learn and to stay healthy. By partnering with onCourse to offer *unitedstreaming* to all public television stations, we hope even more teachers and students will benefit from this proven educational resource. We also look forward to offering some of the stations’ high-quality video on *unitedstreaming*.”

About onCourse

onCourse is a non-profit organization created in 2001 by public broadcasting and education leaders with a single objective: *improve content and engagement in the classroom by leveraging the newest and most advanced technologies to deliver instruction*. onCourse's founding members include influential institutions and noted leaders in educational telecommunications such as WGBH, Thirteen/WNET, Kentucky and Nebraska Educational Television, PBS, CPB, consortia of state and public universities, and a dozen statewide agencies and community-owned stations. Through this partnership, educators and public broadcasters are collaborating to create learning resources that are locally relevant, standards-based, research-oriented and curriculum-focused. For more information, visit www.oncourse.org.

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. In an independent scientific evaluation *unitedstreaming* demonstrated a 12.6% average increase in student test scores. 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., 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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