



**Shmoop Named 2010 Distinguished Achievement Award Finalist by
The Association of Educational Publishers**

Website Recognized as one of the Best Education Products of the Year

MOUNTAIN VIEW, Calif. (May 6, 2010) – [The Association of Educational Publishers](http://www.aepweb.org) has named Shmoop (www.shmoop.com) a 2010 Distinguished Achievement Award finalist in the reference resources category for grades 9-12. Designed to make learning fun and relevant for students, Shmoop offers an expanding library of online Learning Guides and Teacher’s Editions in seven subjects: literature, poetry, bestsellers, U.S. history, civics, biography, and music.

For more than four decades, the AEP Awards have honored outstanding resources for teaching and learning. One of the largest and longest-running awards programs for educational products, the AEP Awards aim to give credit and recognition to the organizations that are leading the way in the field of educational products, and to set benchmarks to which the rest of the industry can aspire. Founded in 1895, AEP is a nonprofit organization that serves and advances the industry of educational publishing.

AEP Award winners will be announced at the 2010 AEP Awards Banquet & Gala on June 8, 2010 in Washington, D.C. For more information about the AEP Awards, visit www.aepweb.org/awards. For more information about Shmoop, visit www.shmoop.com.

About Shmoop

Shmoop publishes digital resources that make learning fun and relevant for students. Shmoop content is written by master teachers and Ph.D. students from Stanford, Harvard, UC Berkeley, and other top universities. Shmoop Learning Guides and Teacher’s Editions balance a fun, approachable style with academically rigorous materials to help students understand how subjects relate to their daily lives. Shmoop offers more than 1,900 titles across the Web, iPhone, Kindle, and Nook. The company was an Official Honoree in the 2009 Webby Awards and named “Best of the Internet” by PC Magazine. Launched in 2008, Shmoop is headquartered in a Labradoodle-patrolled office in Mountain View, Calif. For more information, visit www.shmoop.com.

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