



Shmoop Does the Math, Launches Free Online Pre-Algebra Curriculum

Broadens Scope Beyond Humanities and Significantly Expands Middle School Curriculum

MOUNTAIN VIEW, Calif. (Aug. 11, 2010) – Shmoop (www.shmoop.com), a publisher of digital resources that make learning fun and relevant for students, today announced the launch of its tenth subject area, Pre-Algebra. Shmoop’s free online Pre-Algebra Learning Guides contain hundreds of topics with succinct explanations, diagrams, interactive examples, practice problems, and real-world applications. Pre-Algebra is Shmoop’s first foray beyond its core humanities offering, and underscores Shmoop’s continued expansion into middle school level curriculum.

“Shmoop does whatever it takes to make math understandable and fun for students,” said Ellen Siminoff, CEO of Shmoop. “Want to hook students on geometry? Try a video of snowboarder Shaun White practicing his Double McTwist 1260 before the Vancouver Olympics.”

3! Reasons Why Shmoop Pre-Algebra Rocks

1. Do the math: it’s free
2. Learn why percentages are “crush-worthy”
3. Gorge on Olympics, money and pizza (our favorite examples for math problems)
4. Click through hundreds of practice problems with step-by-step examples and hints
5. See the math, be the math (we use diagrams and pictures galore, hold the overly-wordy explanations)
6. Apply your new-found skills by estimating the trees saved by going digital

Shmoop Pre-Algebra is now available for free online at:

<http://www.shmoop.com/pre-algebra/>.

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 3,000 titles across the Web, iPhone, Android devices, Kindle, Nook, and Sony Reader. The company was an Official Honoree in the 2010 and 2009 Webby Awards, was named one of the best educational products of 2010 by the Association of Educational Publishers, and was 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.

###

For more information contact:

--Emily Embury, C. Blohm & Associates, Inc., 608-839-9800, emily@cblohm.com