



## **SCORE! and Pearson to Co-Develop Customized Learning Technology for Online Tutoring**

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SAN FRANCISCO--Pearson to Invest in SCORE! and Promote eSCORE.com Online Through its Education Network Alliance Supports Kaplan's Commitment to Internet Education

SCORE! Learning, Inc., a subsidiary of Kaplan, Inc. and a leading provider of education services for families, and Pearson plc, the world's largest educational publisher, today announced their intention to form a strategic alliance that will expand both companies' reach in the pre-K through 12 market. SCORE! and Pearson will co-develop technology to provide customized learning experiences for children. Pearson will give eSCORE.com premium placement on the pre-K through 12 section of its education network, a portal scheduled to launch later this year on the Web and on America Online. The network will be the preferred supplier of educational content and tools on AOL, enabling eSCORE.com to reach millions of subscribers.

In addition, Pearson will invest at least \$20 million in SCORE! for an ownership interest in the company, and Kaplan plans to invest an undisclosed sum in Pearson's education network. The proposed investments and business partnership are subject to negotiation and execution of definitive agreements.

eSCORE.com, SCORE!'s online learning site, will use the jointly developed technology as the foundation for launching online tutoring services, where children will work synchronously with a live, online academic Coach on their math, reading, spelling and other skills. The customized learning software will also be used in SCORE!'s after-school educational centers, where students in grades K-10 build academic skills, self-confidence and a love of learning. The technology will be available to other Kaplan online education businesses as well, including kaptest.com, which provides test preparation and admissions services, and KaplanCollege.com, which offers professional and higher education to individuals seeking to advance their careers.

"At Kaplan, we are committed to making high quality online education available to individuals at every stage of life," said Jonathan Grayer, SCORE!'s chairman and Kaplan's president and chief executive officer. "Through this alliance, we can develop new technology solutions that fulfill the promise of truly personalized online learning."

"At SCORE!, we've been successfully building kids' academic skills and confidence in a fun, upbeat environment," said SCORE! chief executive officer Robert Waldron. "We will now offer the same high quality tutoring services on the Web, making the SCORE! experience available to millions worldwide."

"This is a natural alliance for Pearson as we build the premier education network. SCORE!'s rich online and offline educational services will help us to provide the most effective resources and programs for the pre-K through 12 market," said Marjorie Scardino, chief executive of Pearson plc.

### About SCORE! Learning, Inc.

SCORE! Learning, Inc., a subsidiary of Kaplan, is a leading provider of educational programs and resources for families. Its three units include SCORE! after-school learning centers, where students in grades K-10 use a proven multimedia curriculum to build academic skills, confidence and a love of learning. SCORE! is opening a new center every ten days. SCORE! Prep serves middle and high school students with at-home, one-on-one tutoring for academic subjects and standardized tests. eSCORE.com, which is creating a new e-education category -- one that blends the best of the Internet with person-to-person services, featuring direct contact between parents and child development and education specialists. eSCORE.com's partners include Harvard Project Zero, the director of the Brazelton Institute and Weekly Reader. At eSCORE.com parents can also access an array of other services including academic skill assessments; skill-building activities and products; information on state education standards; state test resources; child development workshops; and ongoing consultations with education specialists.

### About Kaplan, Inc.

Kaplan ([www.kaplan.com](http://www.kaplan.com)) is a premier provider of educational and career services for individuals, schools and businesses. Kaplan offers test prep and admissions services ([www.kaptest.com](http://www.kaptest.com)); K-12 educational programs for kids and parents through SCORE! Learning, Inc. and [www.eSCORE.com](http://www.eSCORE.com); on-site education and professional development at schools and universities; books and software; professional education services; and distance learning programs ([www.KaplanCollege.com](http://www.KaplanCollege.com)). Kaplan is also the lead shareholder in BrassRing Inc. ([www.BrassRing.com](http://www.BrassRing.com)), which combines recruiting, career development and hiring management services for employers and job candidates. Kaplan is a subsidiary of The Washington Post Company, (NYSE: WPO).

### About Pearson plc

Pearson Education, the world's largest education business, covers the school, college and professional markets. It is the leading US school publisher, publishing textbooks and electronic education programmes across the whole curriculum. In the US elementary education market, Scott Foresman is the preferred publisher and offers companion websites and digital workbooks for many of their titles (e.g. [www.sfreading.com](http://www.sfreading.com)). The Waterford Reading programme is the leading electronic reading programme for children of kindergarten age. Prentice Hall School ([www.phschool.com](http://www.phschool.com)) publishes in all the major secondary programmes and, in addition to companion websites, creates subject specific learning communities (such as [www.chemplace.com](http://www.chemplace.com)) for high school students and educators. KnowZone ([www.kz.com](http://www.kz.com)) is an online assessment programme linked to state tests, which can be accessed by teachers, students and parents either at school or home.

Pearson Education is also by far the leading higher education publisher in the US, covering every part of the college curriculum through imprints such as Addison Wesley Longman, Prentice Hall and Allyn & Bacon. It has a significant portfolio of premium web-based educational content including online

assignments and interactive exercises for self-assessment and practice, lecture resources and full testbanks for exams. This information is available in over 1,200 "Companion Websites" and in many commercial course management system platforms such as WebCT and eCollege.

It is the world's leading technology publisher, with over 1,000 computer and technology titles published each year through imprints that include Que, Sams, Prentice Hall, Cisco Press, Adobe Press, New Riders, Peachpit and Addison Wesley. InformIt ([www.informit.com](http://www.informit.com)) is positioned to be the leading vertical portal for accomplished and aspiring IT professionals.

Outside the US, Pearson Education is the premier English Language Teaching publisher and a leading publisher of indigenous works in the school, university and professional markets in countries all around the world.

Editor's note: SCORE! Learning, Inc. is a subsidiary of Kaplan, Inc./The Washington Post Company (NYSE: WPO).

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