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FINANCIAL NEWS

**Classroom Connect Names Jim Bowler Vice President of Marketing**

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Classroom Connect today announced that it has named Jim Bowler as Vice President of Marketing, effective immediately. Bowler, an education industry veteran, brings more than 20 years of education and technology experience to Classroom Connect. He replaces Matt Levine who left the company in June.

"Jim has the ideal background that combines real-world classroom teaching and school management experience with a vision for technology's role in education," said Pat Harrigan, president and CEO of Classroom Connect. "The leadership, talent and dedication Jim evokes will be invaluable to Classroom Connect as we continue to develop and market the highest quality products and services for K-12 educators nationwide."

Bowler spent more than 15 years in education holding a number of positions within schools, including curriculum director, school site principal and school president. Most recently, Bowler was CEO of Kids123, a company providing online standards-based learning resources for educators. He also served as vice president of marketing for CCC/NovaNet, a division of Pearson Education, and was an educational consultant for Kleiner Perkins Venture Capital.

"I am proud to be a member of the Classroom Connect team," said Bowler. "What attracted me to Classroom Connect is its focused mission on improving learning in the classroom. Most schools have barely begun to realize the potential of technology in the classroom. Classroom Connect's array of professional development products and services enables teachers to fully utilize this technology to enhance learning and improve student achievement." About Classroom Connect

Classroom Connect, a business unit within Harcourt Education, is a leading provider of professional development programs and classroom learning resources that foster successful use of the Internet in K-12 education. Headquartered in Brisbane, CA, with offices in El Segundo, CA, Minneapolis, MN, and Abilene, TX, Classroom Connect has more than 170 employees. Its partners include some of the nation's most respected organizations, including the American Museum of Natural History, the Library of Congress, The Franklin Institute Online, and NASA. For more information about Classroom Connect, visit the company's Web site at [www.classroom.com](http://www.classroom.com).

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