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News Release

CLASSROOM CONNECT INTRODUCES CONNECTED TECH™
Study shows this Web-based instructional program for K-8
effectively teaches student technology skills

ANAHEIM, CA - Oct. 23, 2003 - Today at the National School Boards Association Technology + Learning Conference (T+L²), Classroom Connect introduced Connected Tech™, a Web-based instructional program for grades K-8. Available nationwide in January 2004, Connected Tech helps teachers teach technology applications within the context of the core curriculum, leading to overall student achievement.

"The best way to prepare students for their future is to equip them with the technology skills they will need to be successful throughout their lives and careers," said Jim Bowler, vice president of marketing for Classroom Connect. "Connected Tech is the first program that shows students how to use real-world software in their reading, math, science and social studies classes."

Based on the International Society of Technology in Education's National Education Technology Standards for students (ISTE NETS), Connected Tech uses applications such as Microsoft® Office, Kid Pix, HyperStudio®, AppleWorks and others, to help students learn technology skills. Each application is used within Connected Tech where it's most grade appropriate, ensuring that the technology blends seamlessly with the curriculum being taught and learning remains relevant for each grade level.

According to "A Study of the Instructional Effectiveness of Classroom Connect's Connected Tech Program" conducted earlier this year by the Educational Research Institute of America (ERIA), Connected Tech was proven to be instructionally effective in technology skills and content knowledge areas.

The study included approximately 549 randomly selected students in grades 1, 4, and 7 from six schools in Texas and New York City. The study states that students using Connected Tech achieved strong improvement of technology skills in all grades tested. Students' content knowledge was shown to improve most in younger and lower performing students.

"The study validates what we instinctively knew - that technology skills, when properly taught, improve student learning. Connected Tech is built on Classroom Connect's long history of understanding the integration of technology in schools. As an education company there is no better feeling than to know we are making a demonstrable difference in lives of students," said Bowler.

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Connected Tech is usable by teachers with minimal classroom preparation time required. Teachers can easily access an entire year's worth of curriculum with pre-sequenced Ready to Go™ Sets of tutorials, lessons, projects, and assessments. Teachers can also customize their own assignment sets depending on their time and interest in doing so.

Connected Tech is part of Classroom Connect's Technology Integration solution that also includes online, face-to-face, and print professional development options for K-12 educators.

For more information about Connected Tech, visit the Classroom Connect Booth #1611 during NSBA, Oct. 22-24, 2003. Or, contact Classroom Connect by calling (800) 638-1639 or by visiting the company's Web site at www.classroom.com.

About Classroom Connect

Classroom Connect is an award-winning provider of professional development programs and online instructional materials for K-12 education. The company is devoted to helping teachers become better teachers by engaging them in their own learning and inspiring positive change in the classroom. Headquartered in Brisbane, CA, Classroom Connect is part of Harcourt Education, a global education provider serving students and teachers in PreK through grade 12, adult learners, and readers of all ages. The Harcourt Education companies are Harcourt School Publishers, Holt, Rinehart and Winston, Harcourt Supplemental Publishers (including the Rigby and Steck-Vaughn imprints), Harcourt Educational Measurement, The Psychological Corporation, Classroom Connect, Harcourt Canada, Harcourt Religion Publishers, and Harcourt Trade Publishers. For further information, please visit <http://www.harcourt.com>

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