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FOR IMMEDIATE RELEASE

Harcourt Supplemental Publishers Changes Name Company Renames to More Accurately Reflect Business

AUSTIN, Texas – Today Harcourt Supplemental Publishers announced the formal change of the company name to Harcourt Achieve. The change was made to more accurately reflect the comprehensive product lines offered by the company, the company's mission and the ever-changing needs of the educational market.

"We have long felt that the word *supplemental* doesn't apply to our business today," said Tim McEwen, president of the newly named Harcourt Achieve. "We publish a wide variety of products for elementary, middle and high schools, as well as for the adult education markets. The company's imprints, Rigby and Steck-Vaughn, have rich histories of providing materials that build the core skills in reading and the content areas – much more than simply supplemental workbooks."

The name was extensively researched among teachers and school administrators. Many names were considered; however, the word *Achieve* was universally understood, preferred and embraced by all participants in every study, McEwen said.

"Today's schools are being held accountable more than ever to show adequate yearly progress and to have their students perform well on standardized tests," McEwen said. "Accountability is the driving force, but achievement is the goal."

Harcourt Achieve's products are research based, and developed on a philosophy that assesses learners' skills, matches them to appropriate content and accelerates them to meet and exceed expectations.

The company partners with teachers and administrators to impact four key groups:

- Students learning to read, by providing a broad range of instructional solutions.
- Students learning content, by providing the tools that give meaning to words in context and build comprehension and content-area understanding.
- Adult learners who are committed to making a fundamental change in their lives through programs that build literacy and GED success.
- Teachers, by providing the classroom materials, interactive tools and professional development necessary for them to be better and more successful educators.

The company's Rigby imprint offers progressive learning solutions for reading instruction that provide differentiated instruction to match students' instructional levels. These products are based on strong instructional pedagogy that supports teachers as they actively guide and assess student progress. The Rigby imprint maintains a strong

reputation in guided reading, including large collections of intricately leveled books and superior programs for English language learner (ELL) programs. Major Rigby products include *Rigby Literacy*, *PM Resources*, *On Our Way to English* and others.

The Steck-Vaughn imprint offers easy-to-use, innovative learning solutions that accelerate content-area knowledge and reading skills, allowing learners to meet and exceed expectations. These targeted resources assess, remediate, strengthen and enhance skills and reading development. The strength of the Steck-Vaughn portfolio includes basic skills materials for below-grade-level learners, struggling learners and special education and on-grade learners. Major Steck-Vaughn products include *Elements of Reading*, *Achieve It!*, *Power Up!*, *GED* and others.

“As a whole, we create learning systems that are core to the learning process,” McEwen said. “*Achieve* is so much broader and more accurate. Achievement is what our products are all about. Learning is a journey, and our mission in that journey is simple: to play an essential role in achieving successful educational milestones.”

“Our goal always has been to anticipate, address and solve our customers’ learning needs at every point in their lives. By transforming our business to produce innovative learning solutions – not just products – we can ensure learners really do achieve their educational dreams.”

About Harcourt Achieve

Harcourt Achieve produces learning solutions and content that fundamentally and positively change the lives of young and adult learners. Its products are based on a developmental philosophy that assesses learners’ skills and needs, matches them to appropriate content, and accelerates them to meet and exceed expectations. Harcourt Achieve publishes under two primary imprints: Steck-Vaughn and Rigby. For more information, please visit www.HarcourtAchieve.com.

Harcourt Achieve 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 Achieve; Harcourt Assessment; Classroom Connect; Harcourt Canada; Harcourt Religion Publishers, Harcourt Trade Publishers, Greenwood/Heinemann and Heinemann Global Library. For more information, please visit www.harcourt.com.

Contact Information:

Harcourt Achieve
Jeff Johnson
Director of Marketing Communications
512-795-3215
jeff.johnson@harcourt.com