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Holt and Encyclopaedia Britannica Sign Distribution Agreement for *Mathematics in Context*
NSF-Funded Middle School Math Curriculum Sales Eclipse Projections

AUSTIN, Texas – March 17, 2004 – Holt, Rinehart and Winston announced today a long-term agreement with Encyclopaedia Britannica that gives Holt exclusive distribution rights to *Mathematics in Context* (MiC), an innovative middle school mathematics curriculum published by Britannica and funded in part by the National Science Foundation (NSF).

Sales for *Mathematics in Context* have exceeded projections since Holt first secured exclusive distribution rights to MiC in September 2002. This newest agreement gives Holt rights to MiC until 2013 and increases Holt's stake in future revisions.

Mathematics in Context is based on National Council of Teachers of Mathematics' (NCTM) *Principals and Standards for School Mathematics* and it draws students into learning with engaging problems that make mathematics meaningful. MiC was collaboratively developed by the Wisconsin Center for Educational Research at the University of Wisconsin-Madison and the Freudenthal Institute of the University of Utrecht in The Netherlands. An international advisory committee, which included mathematicians and educators, ensured that the curriculum was consistent with the NCTM standards. This alignment with standards was instrumental in securing funding and recognition by the National Science Foundation—a federal agency dedicated to advancing science and mathematics education.

"*Mathematics in Context* has proven to be an outstanding curriculum that really engages students with its real-world context for problem solving and learning of mathematical concepts," said Judy Fowler, president of Holt. "We are pleased to have this long-term agreement with Encyclopaedia Britannica, and we also look forward to a successful partnership with all the researchers and educators who developed MiC."

"We have ambitious plans for *Mathematics in Context*, and Holt's distribution prowess will help to guarantee it's future, so we can keep it current, exciting and on the cutting edge of math instruction," said Michael Ross, senior vice president of Encyclopaedia Britannica.

"*Mathematics in Context* offers a proven approach to improve student understanding of mathematics," said David Webb, executive director of Freudenthal Institute – US. "As cited in the National Research Council's book *How People Learn*, MiC exemplifies the developmentally appropriate

design principle of progressive formalization. This approach provides the conceptual bridges that link students' informal strategies to the more formal symbolic notation and procedures.”

The curriculum consists of 10 major units per grade that help students discover mathematical concepts through realistic problems and guided questions. Each unit includes tasks and questions to stimulate mathematical thinking and promote discussion. An optional online supplement includes activities, tools and support that reinforce the curriculum.

About Holt, Rinehart and Winston

Holt, Rinehart and Winston is a leading publisher of textbooks and educational materials for grades six through 12 and 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 companies are Harcourt School Publishers; Holt, Rinehart and Winston; Harcourt Achieve (including the Rigby and Steck-Vaughn imprints); Harcourt Assessment; Classroom Connect; Harcourt Canada; and Harcourt Trade Publishers. For further information, please call (800) 992-1627 or visit www.hrw.com or www.harcourt.com.

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About Encyclopaedia Britannica

Encyclopaedia Britannica, Inc. has been the leader in reference and education publishing since 1768. The company is known for the 32-volume Encyclopaedia Britannica, the oldest reference work in the English language, and for its pioneering work in electronic publishing, including the first encyclopedia on the Internet. Today Britannica's products include Britannica.com (www.britannica.com), Britannica Online (www.eb.com) and several other services for consumers, schools and libraries on the Internet; the Ultimate Reference Suite and other works on CD-ROM and DVD; several multi-volume sets, such as Compton's Encyclopedia and My First Britannica; and single-volume titles, such the Encyclopaedia Britannica Almanac and Britannica Concise Encyclopedia. Britannica's contributors have included Albert Einstein, Sigmund Freud, and Margaret Mead, recent Nobel laureates such as Milton Friedman and Herbert Simon, and other leading scholars such as Carl Sagan and Joseph J. Ellis. The company makes its headquarters in Chicago. More information is available at www.britannica.com.

About The Freudenthal Institute

The Freudenthal Institute is part of Utrecht University in the Netherlands and was founded in 1971 by German/Dutch writer, pedagogue and mathematician, Professor Hans Freudenthal (1905-1990). Since 1971, the Freudenthal Institute has developed a theoretical approach toward the learning and teaching of mathematics known as “Realistic Mathematics Education” which incorporates views on what mathematics is, how students learn mathematics, and how mathematics should be taught. The FiUS aims to understand and improve the teaching of arithmetic and mathematics at all levels but particularly in kindergarten, primary, secondary, and vocational education. For additional information, visit www.fi.uu.nl.

About the Wisconsin Center for Education Research

For over 30 years, the Wisconsin Center for Education Research (WCER) has worked to advance knowledge and information about education in mathematics, science, and English. Dissemination of research findings and knowledge about the improvement of *practice* characterize WCER methodology.

Researchers at WCER have explored how young people think and learn which leads to development of useful curricula and training materials to help students improve their practice skills and subsequently, learning success. WCER shares its research knowledge with schools throughout the country that seek methods for effective practice and learning skills. For additional information visit www.wcer.wisc.edu.

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For More Information:

- Jennifer Harrison, for Holt, Rinehart and Winston: 916-716-0636, jennifer@JHarrisonPR.com
- Diane Whitworth, Holt, Rinehart and Winston: 512-721-7814, diane.whitworth@hrw.com