

Press Room

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Pearson's KnowledgeBox® Wins *Technology & Learning* Award of Excellence

K-6 DIGITAL LEARNING SYSTEM INTEGRATES DIGITAL MEDIA AND TECHNOLOGY INTO EARLY LEARNING INSTRUCTION

Electronic Education, a Pearson division and provider of education technology solutions, today announced that its KnowledgeBox is the sole recipient of the 2002 *Technology & Learning Magazine* Award of Excellence in the Early Learning category.

As the company's K-6 digital learning system for reading/language arts, math, science and social studies, KnowledgeBox stood out among its competition for its ability to meet the needs of today's media-sophisticated learners while also addressing teacher demand for standards-based instructional materials.

Developed by Pearson Broadband, KnowledgeBox provides students and teachers with on-demand and immediate access to a world of quality digital content, correlated to both state and national standards. The first of its kind, KnowledgeBox represents a new generation of educational technology designed to more easily integrate digital media into instruction. KnowledgeBox media is delivered directly to all connected workstations on a school or district network, and leverages new technologies to easily bring video, software, animation, text and Internet content to teaching and learning.

"This award is a validation of the effectiveness of KnowledgeBox in meeting the needs of early learners in the key content areas and making it easy for teachers to bring digital media into instruction," said Bob Roliardi, Electronic Education president and CEO. "We are grateful to be a part of this time-honored tradition of excellence within the education industry."

The *Technology and Learning* Magazine award of excellence has become a mainstay in the education community. For the last 20 years, the publication has accepted submissions for awards ranging from curriculum products to school management tools to professional development offerings. *Technology and Learning's* Award of Excellence is one of the only awards programs in which K-12 classroom educators and technology coordinators participate in the extensive on-site judging process. This year, a panel of 55 judges reviewed each submission and evaluated them for their instructional design, appropriateness of content, creative use of computer technology,



and suitability for classroom instruction. KnowledgeBox was one of 27 award winners selected from a submission pool of more than 120 products.

A new product introduced in 2001, KnowledgeBox is already being used in 14 states. Educators who use the program comment on the high level usefulness of the content, the ease of use and its interactive, engaging visuals that keep students motivated to learn. In addition to being fun and engaging for students, every KnowledgeBox lesson is aligned to state and national standards and grounded in scientifically-based research.

“My students really look forward to working with KnowledgeBox,” comments David Lither, an educator in the Utah school system. “And I love it because it is now easy for me to use digital media exactly the way I need it in my teaching. KnowledgeBox takes us to the next generation of teaching tools.”

Technology & Learning Magazine will feature KnowledgeBox and the other 26 award winners in the magazine’s December 2002 issue.

ABOUT ELECTRONIC EDUCATION

Electronic Education, a Scottsdale, AZ-based division of Pearson Education, brings technology and curriculum together to deliver innovative, educational programs to young learners in grades pre-K through 6th grade. Partnering with Pearson Broadband Schools Group, Electronic Education is the sales and distribution force behind KnowledgeBox. Electronic Education is also the exclusive distributor for the products created by the Waterford Institute, *Waterford Early Reading Program* and *Waterford Early Math & Science Program*. The mission of Electronic Education is to enrich the learning experience for all students with innovative and effective programs that will prepare them for success in the 21st century.

