

FOR IMMEDIATE RELEASE Contact: Julie McKinney (410) 727-6855

jmckinney@stantoncomm.com

eINSTRUCTION ANNOUNCES INTEGRATION WITH IGNITE! LEARNING

Partnership leads to streamlined assessment delivery and review, using elnstruction's CPS™ student response systems and Ignite! Learning software

SCOTTSDALE, AZ (June 27, 2011)— elnstruction, a leading educational technology company, today announced a partnership with Ignite! Learning, a curriculum provider that offers standards-aligned middle school assessments that can be used as formal tests or as whole-class reviews. The partnership enables the immediate and automatic scoring, recording and review of student responses with elnstruction's CPS™ student response systems.

The partnership provides educators with instant, real-time formative assessments to help them make data driven decisions during instruction. It also provides administrators with student performance data to help them gauge student progress and understanding.

"This integrated partnership allows an educator to capture real-time assessment so they can instantly identify individual learning needs and alter instruction as needed," said Glenn Aument, Vice President of Strategic Partnerships at elnstruction. "We're happy to offer content and instant feedback, together, through this partnership with Ignite! Learning."

"We pride ourselves on creating innovative software that meets the teaching needs in the classroom," said Ken Leonard, Chairman & CEO at Ignite! Learning. "This integration with elnstruction's CPS™ student response systems allows teachers to collect instant feedback from the most widely-used student response system in the country."



About Ignite! Learning

Ignite! Learning is the leading middle school digital content solution focusing on motivating hard to reach learners and enhancing local standards based instruction. Ignite!'s interactive Math, Science, Social Studies, and Special Education solutions are available for all 50 states across grades 4 through 8. Ignite! Learning targets lasting middle school progress with interactive materials designed to state, local, subject, and grade level priorities that integrate with existing technology, support classroom instruction, and promote critical thinking. Ignite! serves more than 1/2 million students in middle school classrooms everywhere.

About eInstruction "

eInstruction is a leading education technology company dedicated to providing interactive teaching and learning technology and services that help educators drive academic progress every day. The company offers educators and administrators a family of interactive and assessment software, student response systems, fixed interactive whiteboards, and mobile interactive whiteboards.

eInstruction's research-based solutions have been shown to increase student engagement and achievement while providing real-time feedback and performance data to educators and administrators. Millions of students, teachers, and professors use eInstruction® technology in 500,000 K-12 classrooms and more than 1,000 higher education institutions around the world. Available in more than 40 languages, eInstruction® technology is enhancing education in over 90 countries worldwide.

To learn more about eInstruction, please visit http://www.einstruction.com. For media inquiries, please contact Julie McKinney at Stanton Communications at (410) 727-6855 or jmckinney@stantoncomm.com.

###