

For Immediate Release

## **Scholastic Education Introduces New Enterprise Edition of READ 180®, The Research-Based, Proven-to-Work Reading Intervention Program**

### **New Teaching System and Management Tools Will Have Even Greater Impact on Helping Older Struggling Readers Learn to Read and Turn Their Lives Around**

New York, NY, December 14, 2005 – Based on over a decade of research in the lab, six years of classroom usage, best practices from educators, and ongoing collaboration with adolescent literacy experts, Scholastic Education is releasing **READ 180®, the Enterprise Edition**, the first major revision of the nationally recognized reading intervention program since it launched in 1999. READ 180, the Enterprise Edition, continues to deliver research-based and effective reading instruction for students in grades 4 and above who struggle to read proficiently, and now offers a new teaching system and management tools to have an even greater impact on helping students make quantifiable gains in reading achievement. These enhancements reflect and incorporate recent evolutions in technology, school and district requirements to demonstrate adequate yearly progress (AYP) under the federal No Child Left Behind Act, and a wealth of data gathered from the most successful implementations of this groundbreaking intervention program. In addition, the program is designed to provide even more instructional support, resources and data management for teachers and administrators.

#### **New Teaching System**

With **READ 180, the Enterprise Edition**, students will continue to receive daily, intensive and individualized reading instruction for 90 minutes through data-driven technology, teacher-directed instruction, and leveled reading materials that reflect students' interests and ages. To further support READ 180 educators, the Enterprise Edition now features the rBook™, an engaging, interactive text that introduces students to essential skills and strategies in writing and vocabulary to further build reading comprehension. The rBook also provides a more explicit instructional path for whole and small group lessons, making it easier for new teachers to implement the program and all READ 180 teachers to differentiate instruction based on students' progress and reading levels. Additionally, the Enterprise Edition integrates professional development directly into the Teacher's Edition, helping teachers identify resources based on students' needs and learn best practices for teaching literacy to struggling readers.

#### **New Management Tools**

The new technology platform in the **READ 180 Enterprise Edition** features the Scholastic Achievement Manager™ (SAM), an innovative management system that continuously captures data on student performance and provides teachers and administrators with robust technology tools to easily manage student data, run reports, and locate resources. Using SAM, teachers can link directly from these reports to standards-aligned resources for differentiating instruction among each student in their class. SAM also supports more concurrent student users and allows educators to disaggregate student data by AYP groups and chart progress at the classroom, building, and district levels.

“READ 180 has become the definitive standard for helping students master important reading skills needed for success in school and in life. We’re honored to have partnered with over 7,000 classrooms in urban, suburban and rural districts in the U.S. to help these students and we know that more work must be done to reach the 8 million middle and high school students who are reading significantly below the proficient level,” said Margery Mayer, President, Scholastic Education. “By enhancing READ 180’s successful instructional model and adding new materials, the new Enterprise Edition now offers an even more powerful solution to help students in grades four and above learn to read and support educators, who may not be trained to teach reading, in this endeavor.”

Additional features of **READ 180, the Enterprise Edition**, include support for English Language Learners in five languages including Spanish, Vietnamese, Cantonese, Hmong, and Haitian Creole, as well as new paperback and audiobook titles that reflect student interests and offer an even more engaging collection of titles from which to choose.

In addition to the teacher resources embedded within **READ 180, the Enterprise Edition**, the program also incorporates ongoing professional development to help teachers become successful instructors of reading, particularly important for many middle and high school teachers who are not specifically trained to teach reading. *READ 180: Best Practices for Reading Intervention*, a course developed by Scholastic Red Professional Development, offers anytime, anywhere access to online videos of researchers, modeling of best practices, and research-based teaching strategies and resources to help raise reading achievement.

READ180 began as a collaborative effort between Vanderbilt University and the Orange County Public Schools in Florida. Response from numerous large-scale validation studies in Phoenix, AZ, Santa Rosa, FL, Los Angeles, CA, and Des Moines, IA are unequivocal in their findings – implementation of READ 180 has resulted in solid gains in student reading scores. READ 180 has also been proven to raise the reading achievement of English Language Learners and Special Education students. Scholastic continues to conduct long-term research on the program’s effectiveness in school districts around the country.

More information on **READ 180, the Enterprise Edition**, is available at [www.scholastic.com/read180](http://www.scholastic.com/read180).

#### **About Scholastic Education**

Scholastic Education is a leader in the education marketplace, providing learning solutions for students through research-based technology products and multimedia supplemental instructional materials that support student achievement in grades pre-K through high school. Grounded in the most current scientific research, Scholastic Education develops technology products and services that include instruction, intervention, assessment, instruction, data management and professional development.

#### **About Scholastic**

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through a variety of channels, including proprietary school-based

book clubs, school-based book fairs, and school-based and direct-to-home continuity programs; retail stores, schools, libraries and television networks; and the Company's Internet site, [www.scholastic.com](http://www.scholastic.com).

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