



## **Learning A-Z Partners with Language Technologies to Offer Largest Selection of PreK-6 Reading Education Materials via the iTunes® App Store**

**TUCSON, AZ – January 12, 2010** – [Learning A-Z](#), Inc., a PreK-6 educational resource company and business unit of Cambium Learning® Group, Inc. (NASDAQ: ABCD), in partnership with Language Technologies, Inc., developers of ReadSmart® software, announced today that 120 Reading A-Z leveled readers are now available for purchase at Apple's iTunes® App Store as ReadSmart Edition™ Apps. The catalog is the largest release of PreK-6 reading skills and literacy educational materials ever offered on the App Store, and designed specifically for the iPhone® and iPod® touch.

Learning A-Z delivers leveled readers and supplementary curriculum through a suite of six integrated websites. The company's efforts with LTI will produce Reading A-Z titles covering 27 levels of difficulty spanning PreK-6 readability to the App Store, including individual books, special 12-book leveled libraries, and more. Each of the leveled books features discussion points and other learning resources, which are regularly updated. Learning A-Z's resources are currently used in nearly half of the districts in the U.S. and Canada and 150 countries worldwide.

"Learning A-Z has always been about finding innovative, creative ways to get customized educational resources into the hands of students and teachers. As a pioneer in delivering leveled readers and other content via the Web, we are thrilled to now be partnering with Language Technologies to offer our resources as ReadSmart Edition™ Apps on Apple's dynamic App Store," said Bob Holl, co-founder and publisher at Learning A-Z. "Literacy is the foundation of all learning, but not all children learn at the same level. As more schools integrate hand-held devices into their classrooms, we think it is crucial to provide even wider access to our resources, and view this offering as another way Learning A-Z can help teachers differentiate their instruction with customized learning solutions for each student."

Consumers can visit the iTunes App Store and search for Learning A-Z or Reading A-Z to download a selection of free sample books. Individual books can be purchased for \$0.99 each, and 12-book libraries for \$6.99.

Lee Berendt, CEO of Language Technologies said, "Our ReadSmart Edition Apps create text that is read faster, better understood, and more enjoyable to read. Given Learning A-Z's history of innovative distribution to the classroom, they were a logical choice for partnership, and we are delighted to be working with such a terrific team." The result of more than 30 years of research and development, ReadSmart Edition™ high-definition typography applies proven scientific research through patented software algorithms that optimize reading efficiency through the spacing of text into chunks of meaning that are most informative to the brain. ReadSmart testing has been conducted in a variety of reading populations from grade school students to older adults, including English language learners. Laboratory and field tests have shown that ReadSmart improves reading speed by up to 10 percent, reading comprehension by up to 25 percent, and reading persuasiveness and enjoyment by more than 35 percent.



## **About Learning A-Z**

[Learning A-Z](#) is a preK–6 educational resource company specializing in online delivery of leveled readers and supplementary curriculum. Founded in 2002 to help teachers differentiate instruction and meet the unique needs of all students, Learning A-Z's resources are currently used in more than half of the districts in the U.S. and Canada and 165+ countries worldwide. Serving a wide range of student needs, including ELL/ESL, intervention, special education, and daily instruction, Learning A-Z includes: Reading A-Z, Raz-Kids, Science A-Z, Vocabulary A-Z, Writing A-Z, and Headsprout. Learning A-Z is a member of Cambium Learning® Group, Inc. (NASDAQ: ABCD), based in Dallas, Texas. For more information, please visit [www.LearningA-Z.com](http://www.LearningA-Z.com).

## **About Language Technologies, Inc.**

Language Technologies, Inc. is a Tucson, AZ-based software developer dedicated to improving the reading experience for audiences everywhere. Its patent and patent-pending ReadSmart® technology offers high-definition typography to improve reading comprehension, speed and enjoyment. The company's ReadSmart Edition™ and ReadSmart Preview™ applications designed for the iPhone™ and iPod® touch are available for purchase at the iTunes App Store™. [www.readsmart.com](http://www.readsmart.com).

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