



Independent Report Ranks ReadingA-Z.com as #1

Teacher Resource Website

Tucson, Arizona, February 1, 2012- In an independent report published January 2012, ReadingA-Z.com, a teacher resource website developed by Learning A-Z, a provider of educational resources specializing in online delivery of leveled readers and supplementary curriculum, was ranked number one among teachers as a used or recommended website. In addition, the report ranks ReadingA-Z.com and Raz-Kids.com among the top 10 websites used or recommended for students. The report titled, “*Elementary Reading Market: Teaching Methods, Traditional and Digital Materials Used and Needed, and Market Size*” was published by Education Market Research (EMR).

EMR designed a detailed market survey, and then mailed it [in October 2011] to 18,000 Classroom teachers (grades K-5), Reading teachers (grades K-8/9), and district Curriculum Supervisors. All results were analyzed by job title, grade level, and geographic region, and comparisons were made to the results of previous EMR studies of the elementary Reading segment (conducted two years ago in Winter 2010, four and a half years ago in Spring 2007 and, when relevant, seven years ago in Fall 2004, and nine years ago in Fall 2002) to pinpoint the most profitable strategies for Reading product developers/marketers to consider pursuing as they prepare new Reading programs for upcoming adoptions.

The findings emphasize the growing use of online technologies like ReadingA-Z.com and Raz-Kids.com among teachers and students in districts and schools across the country. Learning A-Z currently provides online resources to half of the districts in the United States and Canada, and in 155+ countries worldwide. ReadingA-Z.com is also the winner of the 2011 CODiE Award (Best Reading/English Instructional Solution, an award given each year by the Software & Information Industry Association (SIIA), making the resource well-used, well-loved (by teachers), and well-respected (by curriculum experts/judges).

For more information about Learning A-Z, or to sign up for a free seven day trial, visit <http://www.learninga-z.com>.

About Education Market Research

EMR analyzes the U.S. K-12 school market in all of its facets - textbooks, supplemental materials, computer hardware, software, video, online - and in each of its grade levels, major curriculum areas, and “markets within the market”. The data contained in EMR’s publications comes from original studies conducted by EMR using an information gathering network comprised of tens of thousands of educators. Thus EMR provides you with first-hand market intelligence not available from any other source!

About Learning A-Z

Learning A-Z, a business unit of Cambium Learning Group, Inc. (Nasdaq: ABCD) of Dallas, TX, is an 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 nearly half of the districts in the U.S. and Canada and 155+ countries worldwide. Serving a wide range of student need, including ELL/ESL, Response to Intervention, Special Education, and general classroom instruction, Learning A-Z offers six integrated websites for individual classrooms, schools, and districts, including ReadingA-Z.com, Raz-Kids.com, Reading-Tutors.com, ScienceA-Z.com, VocabularyA-Z.com and WritingA-Z.com. For more information, visit LearningA-Z.com.

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