

CPS Awarded Gold Standard for NCLB Alignment

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Unparalleled Content and Technology Boon for K-12 Educators Meeting NCLB Requirements

Denton, TX - eInstruction, the pioneer of applying student response technologies in the classroom so instructors can adapt to students' needs in real-time and help them learn, today announced that Educational Underwriters (EdU) has awarded eInstruction's Classroom Performance System (CPS) the Gold Standard for effectively meeting the current requirements of No Child Left Behind (NCLB).

EdU, an independent non-profit organization committed to serving educators seeking to meet NCLB requirements and to establishing best practices in education, reviewed a portfolio of research supporting the effectiveness of eInstruction CPS. The foundational research, conducted by researchers at Virginia Commonwealth University, East Tennessee State University, IBM, and by several independent researchers, collectively earned a Superior rating (92 out of a possible 100 points) from EdU, strongly validating CPS's ability to improve K-12 student achievement in the classroom.

"Our classroom response solutions deliver extensive content and substantive assessment capabilities that enable teachers to make learning more engaging, adaptive, and measurable," said Jim Hopkins, Vice President of Marketing for eInstruction. "This superior rating and gold standard certification assures administrators that we can help them deliver on the promise of No Child Left Behind."

eInstruction helps K-12 administrators and teachers fulfill their commitment to students while addressing the demands of parents, school boards, and regulators. Its infrared and radio frequency student response devices, peerless content stemming from powerful testing and assessment capabilities and strong publisher relationships—supported by an extensive and expanding database of test questions indexed to specific state standards—allow teachers to adjust their approach in real-time, making the proven educational benefits of formative assessment an everyday reality for students.

eInstruction also helps higher education administrators and instructors achieve both institutional and course-specific learning objectives. The company's scalable radio frequency student response devices, coupled with its flexible software and the peerless content provided through strong publisher relationships, allow simple integration of original and published content for an easily customized, powerful teaching and assessment system that enables learning.

About Educational Underwriters

Educational Underwriters (EdU) is a non-profit organization committed to serving educators seeking to meet No Child Left Behind (NCLB) requirements and to establishing best practices in education. EdU reviews the research behind educational programs and products to verify that they meet NCLB requirements and high educational standards. EdU's core mission is researchers verifying research. EdU is the first organization created to certify educational research as NCLB compliant. Founded by school administrators, EdU operates to ensure that the educational community meets

the intent of NCLB by ensuring educators that the educational products they purchase are NCLB compliant, by guarding the integrity of educational research, and by providing education solution providers assurance that their products meet NCLB standards.

About eInstruction

eInstruction pioneered the first student response system for the education market during the 1980s. Its Classroom Performance System (CPS) provides instructors and students with real-time feedback on comprehension during instruction. Today CPS remains the leading student response system in education, being used with over 1.5 million students in more than 60,000 K-12 classrooms and over 400,000 students in more than 400 colleges and universities.

In 2006, eInstruction acquired FSCreations and integrated its ExamView® and Learning Series software and content platforms so instructors can seamlessly use publisher and proprietary question banks in lesson plans, quizzes and tests with eInstruction technology. The result is an integrated system for instruction and assessment with real-time feedback.