FOR IMMEDIATE RELEASE

ADAPTIVE CURRICULUM'S WEB-BASED CONCEPT MASTERY SOLUTION WINS 2013 SIIA CODiE AWARD FOR BEST VIRTUAL LEARNING SOLUTION

Supplemental solutions strengthen math and science performance by helping students in grades 6-12 build a deep understanding of core concepts and skills

Scottsdale, Ariz. — May 13, 2013 — Adaptive Curriculum (AC) today announced that its web-based concept mastery solutions for math and science won the 2013 SIIA CODiE Award for the Best Virtual Learning Solution for the second year in a row.

The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announced Adaptive Curriculum as one of 28 CODiE Award winners in the education technology category. An SIIA CODiE Award win for ed tech companies is an especially prestigious honor, as each award winner has been selected by a combination of educators, who act as initial judges by selecting finalists from among all nominees, and SIIA member-company peers, who vote to select the winners from among the finalists. The CODiE Awards have been recognizing product excellence for more than 27 years.

Designed for grades 6-12, Adaptive Curriculum engages digital-age learners by integrating real-world scenarios, cutting-edge graphics, animations, 3D models and

interactive simulations into active, standards-based learning. Unlike textbooks or drill-and-practice programs, Adaptive Curriculum's active learning approach motivates learners to explore, make hypotheses, manipulate items and see the impact of their decisions, thus developing and deepening their conceptual understanding.

"To be recognized by educators, administrators and our peers two years in a row says that Adaptive Curriculum is having the kind of impact with students that we knew it would. It adapts to multiple learning styles and teaching environments, it aligns to state, national, and Common Core standards, and it can be used anytime and anywhere Internet access is available," said Jim Bowler, CEO of Adaptive Curriculum. "In short, Adaptive Curriculum succeeds where other math and science programs have not, by engaging students as digital learners and providing differentiated instruction that increases achievement."

"SIIA's 2013 CODiE Award winners show that innovation and growth is alive in many areas of the educational technology industry," said SIIA Vice President for the Education, Karen Billings. "Among these 28 visionary winners, you'll find many of the most exciting ed tech products and services out there. I look forward to seeing the impact they have on the PK-12 and postsecondary markets."

For more information about the CODiE Awards, visit http://www.siia.net/codies/2013/

About SIIA

The Software & Information Industry Association (SIIA)provides global services in government relations, business development, corporate education, and intellectual property protection to more than 700 leading software and information companies. The SIIA Education Division serves and represents more than 200 member companies that provide software, digital content, and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities, and critical market information. For more information, visit www.siia.net/education.

About Adaptive Curriculum

Designed for grades 5-12, Adaptive Curriculum's web-based math and science solutions are used by more than 3 million students in the United States, Europe and Asia. The interactive instruction is designed for digital learners and helps schools bridge the gap between the old way and new way of learning. The results are improved, deeper comprehension, increased tests scores, and a student body ready to compete in the global economy. Adaptive Curriculum shares the vision of innovation through a partnership with Arizona State University Technology Based

Learning and Research group, headquartered in SkySong, The ASU Scottsdale Innovation Center. Adaptive Curriculum is part of Sebit Inc., a global eLearning company and leader in digital curriculum innovation. For more information please call 1-888-999-9319 or visit www.adaptivecurriculum.com.

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