

**FOR IMMEDIATE RELEASE**

**ADAPTIVE CURRICULUM LAUNCHES E-COMMERCE SITE, GIVING TEACHERS AND HOME SCHOOLERS INSTANT ACCESS TO MATH & SCIENCE PRODUCTS**

*Web-based, concept mastery solutions strengthen math and science performance by helping students build a deep understanding of core concepts and skills*

Scottsdale, Ariz. — Nov. 29, 2011 — Faced with increasing pressure to improve student performance in math and science, middle and high school educators need solutions that deliver relevant and understandable course content in the most efficient manner possible. Achieving that goal isn't always easy thanks to implementation challenges, budget cuts and other issues that prevent students from accessing state-of-the-art educational technology tools.

[Adaptive Curriculum](http://www.adaptivecurriculum.com) has a solution to these persistent challenges. The developer of web-based, concept mastery solutions for math and science is opening the doors to a broader population of teachers and students by allowing for the direct, online purchase of AC Math and AC Science through the new [Adaptive Curriculum Direct](http://www.adaptivecurriculum.com) web site.

The products available on the new site are created for users who want to access the full features of Adaptive Curriculum's solutions through a quick and simple online ordering process, including credit card transactions. Through Adaptive Curriculum Direct, teachers, schools, and parents can easily purchase the innovative curriculum and benefit from instant preview accounts and software packages that can be used by students the next school day. The site offers a variety of package, language, and license options to meet the needs of all educators.

"We recognize the fact that more teachers are searching for curriculum online, and they want to be able to buy it and use it immediately," said Jim Bowler, CEO of Adaptive Curriculum. "This new option brings the benefits of Adaptive Curriculum's proven, conceptual learning solutions to a broader audience of educators who may have classroom instructional material budgets and didn't previously have access to our content."

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. By linking content, technology and the latest research in lesson design and effective instruction, Adaptive Curriculum is transforming math and science achievement in U.S. classrooms and around the world.

### **About Adaptive Curriculum**

Designed for grades 6-12, Adaptive Curriculum's web-based math and science solutions are used by more than 2 million students in the United States, Europe and Asia. Worldwide experts in math, science and online learning theory contribute to the content and design of the interactive activities to deliver effective instruction that improves performance on high-stakes tests, and enhances college and career readiness.

Headquartered in Scottsdale, Arizona in the Arizona State University (ASU) SkySong Center for Innovation, Technology and Imagination, 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](http://www.adaptivecurriculum.com).

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