

FOR IMMEDIATE RELEASE

ADAPTIVE CURRICULUM'S DEEP CONCEPTUAL LEARNING SOLUTIONS NOW INCLUDED IN THE ALLEYOOP ONLINE COLLEGE PREP TUTORING SITE

Adaptive Curriculum's web-based concept mastery solutions improve student achievement by transforming teaching and learning in math and science

Scottsdale, Ariz. — Sept. 6, 2012 — [Adaptive Curriculum](#) (AC), a web-based concept mastery solution that improves student achievement in math and science via its real-world active learning approach, has been selected as a key content provider for [Alleyoop](#), the online college prep tutoring site created in conjunction with [Pearson](#) (NYSE:PSO), the global education company.

According to Patrick Supanc, founder and president of Alleyoop, "Adaptive Curriculum's innovative approach to learning and vision for improving science education is a perfect fit for Alleyoop. We are combining Adaptive Curriculum's top-notch science activities with the personalized recommendations and game-based engagement of Alleyoop. Together we are on a mission to maximize teen success in science and further their interest in STEM pathways to college and high-demand careers."

With studies indicating that a strong foundation in math and science helps students do better in college, Alleyoop was created to help teens better understand and master the math and science content required for college readiness. The Alleyoop approach combines three major elements; tailored guidance, rich educational content, and game dynamics.

Designed for students in grades six-12, Adaptive Curriculum engages digital-age learners by integrating 3-D models, cutting-edge graphics and interactive simulations into active, standards-based learning. Unlike

textbooks or drill-and-practice programs, Adaptive Curriculum's digital, problem-solving experiences motivate learners to explore, make hypotheses, manipulate items and see the impact of their decisions, thus developing and deepening their conceptual understanding.

According to Jim Bowler, CEO of Adaptive Curriculum, the partnership with Alleyoop and Pearson is a win-win for the companies as well as students. "Through our deep conceptual learning solutions, Alleyoop has added an important element to its mix of select educational tools: a solution that helps students develop the critical thinking and problem solving skills they will need to be successful in college and beyond," he said. "For us, the partnership is a natural next step in our effort to expand outside the school walls. Through Alleyoop, and future Adaptive Curriculum at-home solutions, we are providing students access to the best educational tools no matter where they are -- at school, at home, at the local library, anywhere students have access to an Internet connection."

About Adaptive Curriculum

Adaptive Curriculum's web-based math and science solutions are used by more than 3 million students in the United States, Europe and Asia. Across the world, 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.

Adaptive Curriculum is part of Sebit Inc., a global eLearning company and leader in digital curriculum innovation. For more information please visit www.adaptivecurriculum.com or call 1-888-999-9319.

About Alleyoop

Alleyoop empowers teens for success by attacking the college readiness problem. Incubated within Pearson, the company is located in Boston, MA. Find out more at <http://www.alleyoop.com>.

#

Media Contact:

Leslie Eicher, APR, Eicher Communications Inc.
314-965-1776 or Leslie@EicherCommunications.com