

NEWS RELEASE

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Adaptive Curriculum Introduces New CEO

Scottsdale, Ariz. – February 8, 2010 – Adaptive Curriculum today announces the appointment of Jim Bowler as its first Chief Executive Officer. Bowler is an experienced educational technology leader and CEO who will be leading Adaptive Curriculum’s mission of using technology to increase student achievement in math and science.

“Jim’s accomplishments and experience highlight a distinguished career serving education,” said Ahmet Eti, Chair of Adaptive Curriculum’s Advisory Board and founder of Sebit, LLC. “We believe his leadership will be a great asset to us and the education technology community as he furthers the vision of Adaptive Curriculum in the U.S.”

Bowler brings more than 25 years of education and technology experience to his role as CEO. Prior to joining Adaptive Curriculum, Bowler was CEO of Epsilon, an innovative global learning system company. He has also served as President of Harcourt Connected Learning, an online professional development company, and Senior Vice President of Marketing for Computer Curriculum Corporation, a division of Pearson Education.

“The core company belief that every student can learn math and science is what attracted me to Adaptive Curriculum,” says Bowler. “As a person who has committed his career to improving education, what an exciting opportunity it is to lead Adaptive Curriculum’s effort to positively impact student achievement and better prepare students for 21st century careers in a global economy. Digital age learners want and need high quality interactive math and science content and Adaptive Curriculum is the most innovative in the world in this area.”

Bowler also spent more than 15 years in education holding a number of positions in K12 education, including math educator, academic dean, secondary school principal and school president. As CEO of Adaptive Curriculum he will lead the expansion of the company’s core math and science products and efforts to enable Adaptive Curriculum to benefit districts, schools and homes all across the US.

SkySong is located at 1475 N. Scottsdale Road on the corner of Scottsdale Road and McDowell. For more information and to schedule a WebEx, visit www.adaptivecurriculum.com or phone 888-999-9319.

About Sebit:

Sebit, LLC, is a leader in digital curriculum innovation and the developer of the award-winning Adaptive Curriculum, an engaging and interactive math and science curricula for middle and high school students. Sebit’s U.S. headquarters is located at the ASU SkySong Innovation, Technology, and Imagination center in Scottsdale, Arizona. Providing curriculum solutions in math and science for students and educators around the world, Adaptive Curriculum is Sebit’s premier eLearning solution, a web-based digital library of lessons and activities designed to engage students in hands-on learning.

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