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SEBIT PARTNERS WITH KNEWTON TO DEVELOP GLOBAL ADAPTIVE LEARNING PRODUCTS FOR K-12 STUDENTS

Leading educational technology company Sebit to leverage Knewton's infrastructure to personalize math and science lessons

NEW YORK – March 13, 2014 – Sebit, a multinational education technology company headquartered in Turkey and owned by Türk Telekom, today announced a partnership with leading adaptive learning company Knewton. Sebit will integrate Knewton-powered adaptive learning technology first into Adaptive Curriculum, its web-based math and science lessons designed for grades 5-12, creating Sebit's first personalized learning environment. By leveraging Knewton's technology, Sebit will be able to determine a student's proficiency in learning individual concepts and provide continuous recommendations toward mastery. This partnership will be launched in the United States and later expanded to other products across Europe, the Middle East, and Asia.

"Sebit will now be able to provide personalized learning experiences at the concept level by partnering with Knewton and embedding our portfolio of products with cutting-edge adaptive learning technology," said Ahmet Eti, CEO, Sebit. "As part of this long-term partnership, we plan to distribute Knewton-powered adaptive content to Ministries of Education with a goal of improving learning outcomes for millions of students globally."

Sebit's award-winning Adaptive Curriculum, headquartered in Scottsdale, Arizona, has been recognized as a leader in developing deep concept mastery. Adopted by many districts implementing 1-1 initiatives, Adaptive Curriculum is transforming the teaching and learning of math and science. Adaptive Curriculum's rich, interactive library of standards-based Activity Objects, Animations, and Interactive Models has been honored with numerous recognitions, including five CODiE awards from SIIA. Adaptive Curriculum will use the Knewton API to provide personalized learning recommendations by analyzing real-time data in order to recommend exactly what each student should study next, helping to better engage each learner. Educators will be able to access concept-level predictive analytics to detect gaps in knowledge and differentiate instruction.

"Many of Sebit's existing products have been chosen by Ministers of Education in a number of countries as nationwide solutions," said Jose Ferreira, Founder and CEO, Knewton. "We are impressed with Sebit's ambitions for digital education products and honored to help them realize their vision. We're looking forward to working together to deliver more personalized and engaging educational content to students around the globe."

Sebit joins a growing list of top global learning companies, publishers, universities, and schools partnering with Knewton to personalize digital courses.

About Sebit / Adaptive Curriculum

Sebit has been a global leader in educational technology for more than 25 years and its solutions are used by more than 3 million students in the United States, Europe, and Asia. Sebit's web-based, interactive instruction is designed for digital learners and helps schools implement an innovative way of teaching and learning. The results are improved comprehension, increased test scores, and students who are ready to compete in the global economy. Sebit's Adaptive Curriculum develops math and science programs for North America and Latin America, and partners with Arizona State University's Technology-Based Learning and Research Center. Headquartered in ASU's SkySong Innovation Center in Scottsdale, Arizona, Adaptive Curriculum has received numerous awards and distinctions as a leader in digital curriculum innovation.

About Knewton

Knewton envisions a world where all students can reach their full potential. Knewton personalizes digital courses for students so every student is engaged and no student slips through the cracks. By analyzing data to figure out what a student knows and what they need, Knewton then recommends what to study next. Teachers use Knewton-powered real-time predictive analytics to detect gaps in knowledge and differentiate instruction for each student. The world's top educational publishers (and soon anyone who creates lessons) use Knewton to improve learning outcomes in K-12,

higher education, English-language teaching, corporate training, and other markets. Knewton has been recognized globally as a “Technology Pioneer” (World Economic Forum in Davos) and one of the world’s “50 Most Innovative Companies” (Fast Company).

Knewton was founded in 2008 and is based in New York City. For more information, visit <http://www.knewton.com>.

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