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LEARNING LIST MAKES ITS ENTRY INTO NATIONAL MARKET

March 14, 2014, Austin, TX – Learning List, the instructional materials review service for schools and districts, has moved beyond its home state of Texas and into the national market space. Learning List is a subscription-based service to help school and district leaders select standards-aligned instructional materials that meet the needs of their students. Like a combination "Consumer Reports" and "Angie's List" for K-12 instructional materials and online courses, Learning List's professional reviews and subscriber ratings save educators time and schools/districts money. Ultimately, Learning List empowers educators to improve student achievement.

Both small *and* large school districts have subscribed to Learning List as a low-cost extension of their curriculum departments. "Subscribing to our service gives districts the capacity of more than 20 highly qualified and highly trained educators dedicated to reviewing the products their district is interested in purchasing, without the attendant salary and benefits costs," said Jackie Lain, Founder and President of Learning List. The number of publishers submitting products has grown from seven when the service launched in September 2013 to over 30 in March 2014.

Learning List is a *service*, not just a site. Subscribers can access Learning List's online library of completed reviews or request reviews of additional materials in the subjects reviewed. Learning List features three kinds of reviews to provide potential purchasers with multiple perspectives about each instructional material: 1) an independent verification of the publisher's correlation to the Common Core and/or Texas standards, 2) an editorial review analyzing each products instructional content/design and the attributes that make the product unique and 3) subscriber ratings and reviews on criteria that matter most to educators.

Learning List is bringing greater equity to a marketplace that has long been dominated by large states and school districts. All subscribers have access to the same product selection, regardless of their geographical location or purchasing power. "A major publisher recently asked how quickly we could review their products. Apparently, the Texas Panhandle's small rural districts told company representatives they were moving the company's products to the bottom of their selection lists since they were not reviewed on Learning List," Lain recounted.

Lain, a 20+ year veteran of education law and policy, launched LearningList.com in September 2013. Prior to launching Learning List, Lain was an Associate Executive Director of

the Texas Association of School Boards (TASB) and TASB's Director of Governmental Relations. She also served as the National Director of Public Affairs for Standard and Poor's School

---Page 2---

LEARNING LIST MAKES ITS ENTRY INTO NATIONAL MARKET (CONT'D)

Evaluation Services division. She was a White House Fellow from 1999-2000, helping to communicate the Administration's education policies to state and local elected officials. She is a graduate of the University of Texas at Austin and the UT Law School.

Learning List's management team includes a nationally renowned education researcher and a 30+ year curriculum director and principal. "Our developer was home-schooled and provides great input about the types of information the home-schooling community values," adds Lain. The reviews are done by experienced educators certified in the grade and the subject of products they review. "Because objectivity is of utmost importance to us, we don't charge publishers for reviewing their products, and we don't hire educators to review products if they worked for a publisher during the last two years. Furthermore, each product is reviewed by multiple reviewers to reduce the subjectivity inherent in a review process."

For more information, please visit www.LearningList.com or call the headquarters, based in Austin, Texas at (512) 852-2131.

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