

OpenBook v.7 Press release
February 1, 2008

OpenBook Learning, Inc.
10945 State Bridge Road
Suite 401; Room 341
Alpharetta, GA 30022

www.OpenBookLearning.com

contact: 802-254-6036

Alpharetta, Georgia (February 1, 2008) OpenBook Learning, Inc., the leader in combining rich media with research-proven teaching methodologies to teach English and English literacy, today announced OpenBook English Version 7. OpenBook version 7, the culmination of 20 years of educational research joined to top computer science, is engineered to be fully compatible with the range of computers and operating systems available to learners worldwide.

OpenBook engineers created version 7 for Apple Macintosh to run as a native “Universal Binary” application on Mac OS X version 10.2.8 and later (including the newly released Leopard) and for Microsoft Windows to be fully compatible with Windows Vista and backward compatible to Windows 98. OpenBook English version 7 also still includes a “Classic” mode version that is backward compatible for Mac OS version 9.1 to Mac OS X version 10.1.

What’s more, Version 7 operates with gamelike speed in mixed Mac and PC environments in the real world of old and new computers running existing collections of operating systems.

All this to allow English speakers and English Language Learners to achieve unprecedented results.

OpenBook is a dynamic learning company run by educators for learners. We’re not venture-capital owned. We’re not flash-in-the-pan infotainment. Every keystroke and every click by the OpenBook learner drives research-based then research-proven results.

And OpenBook’s results are unprecedented and unequalled.

In numerous independent studies, when OpenBook is added exclusively to existing teaching methods, **students average two years of progress over students without OpenBook.**

Student literacy improved in targeted schools in metropolitan Atlanta to such a degree that Dr. William Hammond cites OpenBook in his text: “Teaching African-American Children to Read” published by the International Reading Association. Eugene Marnell, curriculum director for one of these schools remarked, **“When you see these results, you have an ethical responsibility to use OpenBook.”** When border community, San Elizario, Texas, opened a new school to serve its burgeoning population of solely Spanish speaking elementary-aged children, it began the teaching of English with OpenBook. **By grade three, these now English-fluent children had a 97 percent pass rate on the Texas Assessment of Knowledge and Skills (TAKS) – a whopping 12 points above the Texas average.**

Entire school districts have made dramatic gains by introducing OpenBook to the curriculum. Suburban Bulloch County, Georgia added OpenBook* to the curriculum in four of its lower performing schools. **Nine months later, median student performance on the Iowa Test of Basic Skills had risen at all four schools by an average of 30 percent.** The superintendent quickly ordered OpenBook for every school in the district. Two years later, the entire district performance had risen by more than 25 percent.

No other product can make these claims. OpenBook has allowed schools and school districts across the country to exceed Annual Yearly Progress goals.** Students make extraordinary progress.

What’s more, OpenBook is used worldwide to teach English and raise TOEFL scores from San Juan, Puerto Rico to Shanghai, China.

It’s not magic. OpenBook’s exclusive methodology layering reading, writing, speaking, and listening, tunes learners’ brains to the sounds, rhythms, and logic of written and spoken English. OpenBook learners get world-class instruction and content in an unlimited guided practice format -- on their desktops -- any time.

Every text in OpenBook is read aloud by the same broadcast professionals you hear on radio and television. Every word a student types plays back in the same professionally recorded audio. Students can watch videos and see the text. Students can click to hear every word spoken, click to hear every word sounded out phoneme by phoneme; click to get speech-pathologist video of every phoneme of every word.

OpenBook’s rich media is embedded in powerful lesson sequences built by top educators to take learners step-by-step to fluency.

In fact, research validation of the OpenBook methodology allows us to **guarantee that 15 minutes a day of OpenBook will take a non-English speaker to English fluency in two years.**

OpenBook's 5000 hours of content makes OpenBook a virtual campus with curriculum from Kindergarten through College. Learners can attend courses of study for emergent literacy, advanced reading comprehension, reading intervention in the facilities for literacy development; and within the OpenBook virtual facilities for ESOL attend courses for every level from non-speakers, to students preparing for university entry, to business people raising their competitive advantage. What's more, in OpenBook's ESOL sections, learners can hear OpenBook instruction and support spoken in their languages of origin. ***

Call OpenBook to arrange a tour of our virtual campus:

Toll free: 877.516.0359
www.openbooklearning.com

*OpenBook version used in Bulloch County called Sequoyah at the time of installation.

** Call OpenBook for research summaries and references

** * OpenBook customizes native-language support to meet your learners needs.

OPENBOOK EXCLUSIVE FEATURES

Every OpenBook feature and function has been developed by teachers and learners though real-world use. What's more, OpenBook is a learning organization. Each year, OpenBook releases new developments resulting from advances in research, teacher/learner recommendations, and field testing. Below are some examples:

Professional -broadcast recording of 32,000+ English words

Every text professionally read aloud

Text audio delivered in prosody or word-by-word

All audio can be slowed for better comprehension. Digital algorithms maintain pitch and phonemic integrity

Picture and animated illustrations for target vocabulary

Text-to-speech word processor

Wide variety of recorded voices: male, female, adult, child
recognizes/corrects phonemic spellings

Talking spell check

Core teaching and learning methodology developed at Columbia Teachers College:
literacy-based and phonics-based instruction

Carnegie-Mellon phonetic coding

Tracks performance: reports at every level from the individual student, classroom,
school, school district, multiple districts. Data aggregation and disaggregation
available

Tracks student progress in real time

Voice-mail student instruction and motivation through the OpenBook program

Teachers and students can access OpenBook off campus through OpenBook Teacher
and OpenBook Homework

grammar check

Customizable content

Create-your-own content through OpenBook Publisher

Professional language translation and support

Desktop speech pathologist modeling correct phoneme articulation

Student and teacher recording and playback

Response time – instant -- product bug free