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FOR IMMEDIATE RELEASE

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**Pearson School Systems to Showcase Pearson Inform 4.0 and Chancery SMS at Florida Educational Technology Corporation's FETC 2007 Event**

**What:** Pearson School Systems, a business of Pearson Education, the world's leading integrated education company, will feature its Pearson Inform 4.0 web-based, achievement data analysis and decision support tool and its Chancery SMS student information system at the Florida Educational Technology Corporation's FETC 2007 Event.

**When:** Wednesday, January 24, 2007 through Friday, January 26, 2007 Show floor opens at 8:00am (EST)

**Where:** Booth # 610  
Orange County Convention Center's South Hall  
Orlando, FL 32801

As a Platinum Level Corporate Sponsor at FETC 2007, Pearson School Systems will feature a presentation from Pat Canavan, the Pearson School Systems SASI Program Director at the Pinellas County Schools in Florida. Ms. Canavan will discuss the evolving process of data-driven decision making and best practices for moving from the collection of data to the reporting and analysis of data, and how best to leverage this information for targeted interventions.

The presentation will take place on Thursday, January 25th from 12:30pm (EST) - 1:30pm (EST) in room S210C at the Convention Center.

**About Pearson**

Pearson is the global leader in educational publishing, assessment, information and services, helping people of all ages to learn at their own pace, in their own way. For students preK-12, Pearson provides effective and innovative curriculum products in all available media, educational assessment and measurement for students and teachers, student information systems, and teacher professional development and certification programs. Our respected brands include PowerSchool, Chancery SMS, Pearson Inform, Scott Foresman, Prentice Hall, and many others. Our comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student. Pearson's other primary businesses include the Financial Times Group and the Penguin Group.

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