



Press Contacts

Matt Helmke
Zero to Five
Contact for Pearson
610-368-8490
matt@0to5.com

Adam Gaber
Pearson
212-641-6118
adam.gaber@pearson.com

POWERTEACHER HONORED AS FINALIST IN 2009 CODiE AWARDS

Leading Web-Based Grade Book Nominated for “Best Classroom Management Solution”

RANCHO CORDOVA, Calif. - April 8, 2009 - Pearson, the global leader in education and education technology, announced today that PowerTeacher is a finalist in the category of “Best Classroom Management Solution” for this year’s Software & Information Industry Association’s (SIIA) 2009 CODiE Awards.

PowerTeacher is the industry's leading web-based grade book for today's K-12 educators. As a core component of Pearson's student information solutions, PowerTeacher connects the teacher web portal with a web-based grade book that enables teachers to instantly access and report key student data such as attendance, student logs, demographic information, daily bulletins, communication tools, and classroom/individual assignments.

Established in 1986, the CODiE Awards celebrate outstanding achievement and vision in the software, digital information and education technology industries. Through a unique combination of journalist and expert peer reviews, the CODiE Awards recognize 71 categories of outstanding products and services. This year’s finalists were chosen from more than 850 nominations submitted by 600 companies.

Overall, seven Pearson products were named as finalists in nine categories in the 24th Annual CODiE Awards. In addition to PowerTeacher, the honored products are DRA2™ Handheld - Tango™ Software Edition, Perspective™, eCollege®, MyCompLab®, NovaNET®, and PowerSchool® Premier 5.2. With these K-12 and higher education curriculum, classroom management and assessment products, Pearson tops the education industry categories with more finalists than any other company.

In the next step of the CODiE Awards process, SIIA members vote to determine the winners in each category. The 2009 CODiE Awards will be presented at a gala event on May 5 at the Palace Hotel in San Francisco. For a complete list of the 2009 CODiE Award finalists, visit http://www.sii.net/codies/2009/finalist_list.asp.

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About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit www.siiia.net.

About Pearson

Pearson (NYSE:PSO), the global leader in education and education technology, reaches and engages today's digital natives with effective and personalized learning, as well as dedicated professional development for their teachers. This commitment is demonstrated in the company's investment in innovative print and digital education materials for preK through college, student information systems and learning management systems, teacher professional development, career certification programs, and testing and assessment products that set the standard for the industry. The company's respected brands include Scott Foresman, Prentice Hall, Addison Wesley, Benjamin Cummings, PEMSolutions, Stanford 10, SuccessNet, MyLabs, PowerSchool, SuccessMaker and many others. Pearson's comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student at every level of education. Pearson's commitment to education for all is supported by the global philanthropic initiatives of the Pearson Foundation. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information, go to www.pearson.com.

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