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FOR IMMEDIATE RELEASE

Technology Director of Vail School District Honored by National School Board Association as One of "Top 20 to Watch"

FOLSOM, CA - OCTOBER 25, 2007 - Pearson today offered congratulations to Matt Federoff, Technology Director for Vail School District, for his leadership in education technology and recognition by the National School Board Association (NSBA) as one of the "Top 20 to Watch" education technology leaders.

Mr. Federoff, one of 20 recipients identified as emerging leaders expected to further mine the power of technology to enhance education, was honored at this year's T+L Conference in Nashville, October 17-19, 2007. The NSBA "Top 20 to Watch" awards were presented at the networking event on Tuesday, October 17th.

"Matt's vision, passion and dedication to the use of technology in the classroom is a testament to the future of technology and education," said Mary McCaffrey, President of School Systems, Pearson. "We are honored to work alongside emerging education technology leaders such as Matt as we strive to advance the use of technology in education and help transform school communities."

The Vail School District is the fastest growing district in Arizona, increasing by more than 13 percent each year, and has become widely recognized for leading efforts in technology. Under Federoff's leadership, the district was one of the first to connect schools with wireless technology and then provide wireless access at the schools themselves. Likewise, the district was among the first in the state to provide parents with real-time, online access to their child's grades and attendance, through the PowerSchool® Premier student information system.

Additionally, Federoff led the opening of Empire High School three years ago, a school which encourages students to become self-directed learners. Students at Empire receive a laptop computer in place of textbooks and teachers regularly use technology as their primary tool in the classroom. He wanted to create an atmosphere similar to the environment students will experience when they enter the workforce—where computers are a part of everyday life.

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