

PRESS RELEASE

For Immediate Release

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LOREN SUCHER APPOINTED VICE PRESIDENT OF MARKETING AND BUSINESS DEVELOPMENT FOR EVANS NEWTON INCORPORATED, PRODUCERS OF TARGETTEACH®

Scottsdale, AZ – March 1, 2007 Evans Newton Incorporated (ENI), a leading provider of school reform solutions since 1973, announced today the appointment of Loren Sucher to Vice President of Marketing and Business Development.

Evans Newton's CEO Jamie Piotti said, "Loren's promotion is richly deserved. As the previous director of marketing, he accepted duties far exceeding his job description. As vice president, Loren's experience, knowledge, and tireless work ethic, will serve him well as he further expands his responsibilities to include business development. Creating partnerships with other education industry leaders is an important part of ENI's plan for the future and Loren Sucher is ideal for the job."

Mr. Sucher joined ENI in October 2002 and has overseen ENI's marketing efforts since that time. Prior to ENI, he worked for other educational publishing leaders including National Geographic, SkillsBank Corporation, and The Learning Company. Like most ENI employees, he has an education background, having started his career as a third grade teacher.

"ENI owns a proven track record for raising student achievement," says Sucher. "I appreciate the chance to share solutions that meet the accountability demands of NCLB with educators and business partners."

About ENI:

Evans Newton Inc. is the nation's leading developer of standards-based student achievement programs for primary and secondary schools. ENI partners with school districts around the country to implement research-based approaches that incorporate deep curriculum alignment, state-specific formative assessments, software for monitoring assessments and instructional resources, customized teaching tools, and professional development and coaching to promote teacher effectiveness. The majority of ENI employees are former educators who possess expertise in developing curriculum tools designed to promote student proficiency as measured by state tests. Since its founding in 1973, ENI's mission has been to raise student achievement through customized instructional solutions using proven teaching methods.