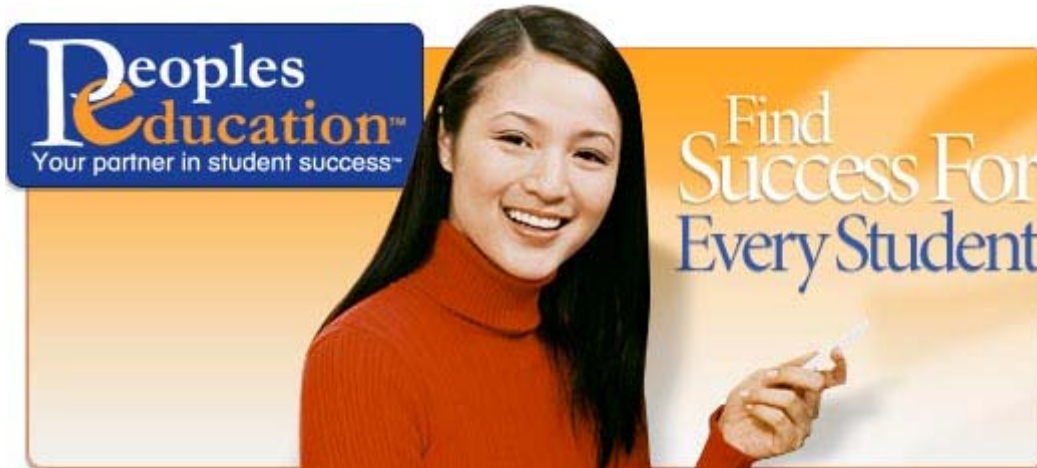


Peoples Education Launches Measuring Up Express for the CST



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Peoples Education Launches Measuring Up Express™ for the CST New Quick and Easy Test Preparation Available for English Language Arts, Grades 2-8

Saddle Brook, New Jersey, February 4, 2010 – Peoples Education, a leading provider of supplemental [educational material](#) for the K-12 school market, today is pleased to announce the launch of Measuring Up Express™ English Language Arts, Grades 2-8 materials in California. Measuring Up Express™ includes student worktexts, Diagnostic Practice Tests, and Formative Assessments, and boosts students' test-taking confidence by targeting the California blueprint standards.

“Educators were looking for a short program that would fit into a busy school day,” commented Vince Konoske, the company’s Western Regional Vice President. “This new standards review program and CST preparation is the perfect tool.”

Measuring Up Express™ worktexts are a companion to the successful Measuring Up® to the California Content Standards program. In areas where students need extra instructional support, Measuring Up lessons can be selected for in-depth standards coverage. Measuring Up Express™ is perfect for quick and easy test review 3-6 weeks prior to the CST. The short lessons provide a brief review of the standards and relevant vocabulary, as well as test practice in the format of the CST. The Grade 7 Measuring Up Express™ worktext also includes a special End-of-Book writing prompt review section to familiarize students with the types of writing that appear on the CST.

The Measuring Up Express™ program includes free Formative Assessments as blackline masters so teachers can monitor student progress at the end of every chapter. Two free Diagnostic Practice Tests for each student allow teachers to diagnose student weaknesses and prescribe review lessons in the Measuring Up Express™ OR Measuring Up® worktexts. This diagnose-prescribe-instruct model in the Measuring Up® program has helped over 1.3 million California students improve test scores.

About

Peoples

Education

Peoples Education is a publisher and marketer of print and electronic [educational materials](#) for the K-12 school market. The Company focuses its efforts in three market areas: Test Preparation, Assessment, and Instruction

Test

Preparation

and

Assessment:

The Company creates and sells state customized, print and electronic, [test preparation](#) and assessment materials that help teachers prepare students for success in school and for required state proficiency tests, grades 2-12.

Instruction:

The Company produces and sells proprietary state customized print worktexts and print and web-based delivered assessments, for grades 2-8. These products provide students with in-depth instruction and practice in reading, language arts, and mathematics. In addition, the Company's backlist remedial and multicultural products are included in this group.

College

Preparation

The Company distributes instructional materials that meet the academic standards high schools require for honors, college preparation, and Advanced Placement courses. The Company is the

exclusive high school distributor for two major college publishers, and also creates proprietary supplemental materials for this market. The Company's proprietary products are supplemental in nature. They are predominately soft-cover, high gross profit margin titles that can be sold efficiently through the Company's direct sales force, as well as through catalogs, direct mail, telemarketing, and independent commission sales representatives. Distributed products are both basal and supplemental in nature.

Brightpoint

Literacy

Formerly Nelson Education, Brightpoint Literacy is now an imprint of Peoples Education. Brightpoint Literacy serves the U.S. K-8 market with a comprehensive selection of research-based, cross-curricular material.

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