



Contact:

Collin Earnst

Haselton Group

collin_earnst@haseltongroup.com

617-933-9011

FOR IMMEDIATE RELEASE

LEXIA LEARNING LAUNCHES LEXIA READING VERSION 6.0

New Automated Functionality Makes Implementation Even Faster and Easier

June 18, 2009 — CONCORD, Mass. — Lexia Learning Systems, one of the nation's most highly regarded providers of reading software, has announced the launch of *Lexia Reading*® Version 6.0. The enhanced version of Lexia's award-winning software makes implementation even faster and easier. Lexia's new Auto Placement functionality helps students to quickly begin using *Lexia Reading* at their individually suited skill level; while new Auto Promotion functionality automatically advances students to increasingly challenging levels of *Lexia Reading*, allowing teachers more time to focus on instruction. In addition, command-line installation makes software distribution much simpler for school IT directors.

Lexia Reading is designed as an essential part of reading instruction for students from pre-K to adult. With such a vast range of skill levels available, Lexia's Auto Placement provides an automated way of precisely placing students at the correct level. The first time that students login to the program, they will spend approximately 10 minutes completing a series of selected activities from grade-appropriate skills programs, which will determine the areas in which each individual student needs practice and the level at which they should begin using *Lexia Reading*.

Lexia Reading's new Auto Promotion functionality seamlessly promotes students through each program; from *Early Reading* to *Primary Reading* and from *Primary Reading* to *Strategies for Older Students*. With this new functionality, students can work with more independence. Teachers will spend less hands-on time promoting students to the next program, and can instead monitor student progress using Lexia's robust reporting system, and dedicate more time to those students with the greatest needs.

Installation of *Lexia Reading* has also become much easier. With command-line installation (Windows), school IT directors can more easily distribute the software to multiple computers.

Version 6.0 also provides a more engaging experience for students, with congratulatory screens and streamlined and simplified program design. In addition, students spend more time-on-task with simplified student login.

About Lexia

Lexia Learning Systems, Inc., headquartered in Concord, Mass., is one of the most highly regarded reading software companies in the nation. Established in 1984, the company provides a flexible, Web-enabled technology that is scientifically based and proven to increase reading proficiency in students at all levels of ability, pre-K to adult. Today, Lexia's programs, including its flagship product, *Lexia Reading*, are used as an essential part of reading instruction in more than 12,000 schools nationwide, and have helped more than one million students learn to read. To learn more about Lexia, please visit www.lexialearning.com or call 1-800-435-3942.

###