



LEXIA LEARNING NAMED 2009 EDNET IMPACT AWARD WINNER

Lexia recognized by panel of experts for innovation and excellence in the education industry.

Sept. 15, 2009 — CONCORD, Mass. — [Lexia Learning Systems](#), one of the nation's most highly regarded providers of reading software, has been selected as the winner of the *EdNET* 2009 Impact Award.

The recognition is the latest honor received by Lexia, which has been serving the needs of students for more than 25 years. In July, *Lexia Reading* became one of only 10 programs to have ever been deemed to show effectiveness in two or more "beginning reading skills" categories by the What Works Clearinghouse. In April, *Lexia Reading* was recognized by *Scholastic Administrator* magazine as a "Best in Tech" award winner, and was also recognized by *Scholastic Instructor* magazine as a Teachers' Pick for its *Lexia Reading*® program.

The Impact Award is part of the prestigious [EdNET Industry Awards](#); an annual awards program that commends businesses and non-profit organizations that have made important contributions to the education industry through their products and services. A panel of leading education industry experts selected the one winner for each category of the *EdNET* 2009 Industry Awards, which are coordinated by *EdNET* sponsor Educational Systemics® and MDR, the leading provider of marketing information and services for the U.S. education market.

Lexia provides a flexible, Web-enabled technology that is scientifically based and proven to increase reading proficiency. The program features a focused and intensive method for helping students maximize learning time for key reading skills, while providing educators with ongoing assessment and dynamic data to continually make differentiated instructional decisions. Scientifically based, peer-reviewed studies conducted in Texas, Massachusetts, Utah, Connecticut and the United Kingdom have consistently shown the effectiveness of Lexia's products with multi-ethnic populations. Using *Lexia Reading* software, the achievement gains by study groups proved to be significantly superior to those achieved by control groups receiving equal amounts of traditional instruction and practice. In addition, a 2008 review of *Lexia Reading* by the Florida Center for Reading Research categorized it as a "comprehensive intervention" program, giving it high marks as an appropriate intervention for students pre-K through adult; the broadest range of any program reviewed.

"We are grateful for this award recognizing our contribution to the education industry and Lexia's impact on the reading skills development of more than a million students who have used the program," said Lexia President and CEO Nick Gaehde.

The *EdNET* Impact Award recognizes the organization that has made the most significant impact on education through quality educational support and instructional resources. Lexia was selected as the award recipient based on several criteria:

- Provided a benefit to education for a significant period of time, showing staying power
- Effectively advocated and/or implemented quality educational practices that have resulted in improved student learning
- Applied educational research and/or technology to generate pedagogical change in support of improved student learning and/or educator practice
- Made a deep impact internationally, nationally, or regionally, exhibiting benefits to a diverse array of students
- Moved beyond the conceptual stage and is systemically implemented with learners and/or educators at multiple sites

- Demonstrated a positive impact on education

“The *EdNET* Industry Award winners are organizations that are moving the business of education forward. They’re developing products and services that address the challenges faced by schools today as well as prepare students for a 21st century global workplace. MDR is proud to recognize these innovators,” said *EdNET* Founder and President, Dr. Nelson B. Heller.

About *EdNET* and the *EdNET* Industry Awards

The *EdNET* Conference, which is produced by MDR and is now in its 21st year, is the education market’s premier annual networking conference. It brings together education executives, school administrators, and policy makers to network and build strategic business partnerships. The *EdNET* Industry Awards program was created in 1992 to champion the efforts of progressive organizations helping to revitalize the nation’s educational system. The *EdNET* 2010 Conference will be in Boston, September 26-28. For more information about the *EdNET* Conference and Industry Awards program, visit www.ednetconference.com or phone 800.333.8802, Ext. 4693.

About Lexia Learning

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. In 2009, the *Lexia Reading* program was recognized as one of only 10 programs to have ever been deemed to show effectiveness in two or more “beginning reading skills” categories by the What Works Clearinghouse. To learn more about Lexia, please visit www.lexialearning.com or call 1-800-435-3942.

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CONTACT:

Collin Earnst
Haselton Group (for Lexia Learning)
617-933-9011
collin_earnst@haseltongroup.com

Caroline Henningsen
MDR
800-333-8802, ext. 4693
chenningsen@dnb.com