



LEXIA LEARNING CERTIFIED TO DISPLAY TRUSTE PRIVACY SEAL OF APPROVAL

Lexia Becomes TRUSTe Sealholder, Demonstrating Commitment to Consumer Privacy Protection

Sept. 25, 2009 — CONCORD, Mass. and SAN FRANCISCO— [Lexia Learning Systems](#), one of the nation’s most highly regarded providers of reading software, today announced that its Web site has been certified to display the TRUSTe Privacy Seal, which demonstrates its commitment to consumer privacy and trust online. TRUSTe, the leading privacy certification and seal program, awards its privacy seal only to companies that complete the rigorous TRUSTe certification process and agree to comply with ongoing oversight and TRUSTe’s consumer dispute resolution process.

“By becoming a TRUSTe sealholder, Lexia gives its customers a clear signal that it is trustworthy and respects the privacy wishes of the people who visit its Web site,” said Fran Maier, CEO of TRUSTe. “Lexia joins more than 3,000 organizations committed to building consumer trust online through participation in the TRUSTe Privacy Seal program.”

The TRUSTe Privacy Seal is one of the most recognized branded symbols of trust among consumers. The TRUSTe Privacy Seal communicates that a Web site has posted a privacy statement and that its information gathering and dissemination practices follow guidelines for notice, choice, access, security and redress outlined in the Federal Trade Commission’s Fair Information Practices. Specifically, TRUSTe sealholders agree to:

- Disclose their information gathering and dissemination practices;
- Give consumers choice to limit any secondary uses of their personal information through opt-in or opt-out;
- Provide users with access to their personal information to correct any inaccuracies; and
- Ensure that reasonable security mechanisms are being used to protect the data that is collected.

“We are pleased to join TRUSTe in advancing responsible information practices online,” said Nick Gaehde CEO, of Lexia. “TRUSTe certification serves as a benchmark in our ongoing commitment to safeguard consumer privacy and security.”

Ongoing monitoring and the Watchdog Consumer Dispute Resolution mechanism are cornerstones of the TRUSTe Privacy Seal and Certification Program. Through automated monitoring, TRUSTe systematically monitors the practices of seal program participants to ensure ongoing compliance with program requirements. In addition, TRUSTe provides consumers and organizations an effective, easy-to-use method to resolve privacy disputes through its online Watchdog Dispute Resolution service.

About TRUSTe

TRUSTe Privacy Seals help consumers click with confidence by guiding them to trustworthy Web sites. Thousands of Web sites rely on TRUSTe industry best practices to help them make the right decisions about privacy and protecting confidential user information. Most of the top fifty Web sites are certified to TRUSTe’s leading practices, including Yahoo, Facebook, MSN, eBay, AOL, Disney, New York Times, Comcast and Apple. To find out more about privacy, visit <http://www.truste.com>.

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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