



NEWS RELEASE

FOR IMMEDIATE RELEASE

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KNOWLEDGE ADVENTURE TO OFFER AWARDS TO SCHOOLS IN NEED OF READING ASSISTANCE

***New competition provides \$120,000 worth of reading software programs
and training to 10 school winners***

Torrance, Calif. – May 14, 2007 – On July 1, 2007, Knowledge Adventure®, a developer and publisher of award-winning educational software for the home and classroom, will launch its Schools in Need Competition. The competition will provide 10 awards, each valued at \$12,000, to 10 schools in need of reading assistance for their students.

The Schools in Need Competition is open to schools that need to raise reading scores by at least 30 percent among a population of students between grades Kindergarten to eight. Schools must also show a need to have supplemental reading materials that address specific reading deficiencies and to use the technological investments the school has made for reading instruction. Winning schools will receive the new Knowledge Adventure Academy® line of products for early literacy, reading comprehension and vocabulary, along with training and support. Schools may enter by completing an online form at www.knowledgeadventureschool.com that allows them to explain why their school is in need of reading assistance.

Entries must be received by no later than 11:59 PM on December 15, 2007 and will be judged by a panel of experts appointed by Knowledge Adventure School. The winning schools will be announced on January 23, 2008.

(more)

“Very often, schools that need help with reading deficiencies can’t afford the assistance or resources that would put their students on track,” said Tony Bordon, Vice President of Sales and Marketing for Knowledge Adventure. “We feel very strongly that every school could benefit from our new Knowledge Adventure Academy programs and this is our way to assure that those schools most in need get the same benefit as those schools who can afford to invest in supplemental reading programs.”

Knowledge Adventure will assist the winning schools with the implementation and evaluation of student usage. The company will also use its managing and reporting system to record student progress at the schools.

Complete competition rules will be available at www.knowledgeadventureschool.com on July 1, 2007.

Competition Timeline

Submission Period: Sunday, July 1, 2007 - Saturday, December 15, 2007

Announcements of Winners: Wednesday, January 23, 2008

About Knowledge Adventure

For more than 20 years, children’s software pioneer Knowledge Adventure has set the standard in creating the finest educational products for use in the home and the classroom. The company is internationally renowned for its award-winning software brands including *JumpStart*[®], *Math Blaster*[®], and *Reading Blaster*[®]. Tested and trusted by teachers and parents alike, Knowledge Adventure software has helped millions of children build and strengthen essential learning skills. Knowledge Adventure Academy is a line of products developed specifically for schools through the Knowledge Adventure School division. A subsidiary of Knowledge Holdings, Inc., the company is based in Los Angeles.

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