



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

**Contact:** Kati Elliott/Kathleen Pomorski  
KEH Communications  
410-975-9638  
[kati@kehcomm.com](mailto:kati@kehcomm.com) / [Kathleen@kehcomm.com](mailto:Kathleen@kehcomm.com)

### **KNOWLEDGE ADVENTURE DEALS FOR DISTRICTS AND SCHOOLS -- NEW DISCOUNTS AND PURCHASING FLEXIBILITY**

#### ***New cumulative district licensing program facilitates software purchases***

**Torrance, Calif. – Aug. 15, 2007** – As of August 1, 2007 Knowledge Adventure®, the leader in educational software for the home and the classroom, will offer a new cumulative district licensing program for its products. Instead of being limited to pre-set configurations of two, five and fifteen licenses, customers will be able to obtain the exact number of licenses they want, as well as cumulative discounts on future purchases.

The new flexible purchasing structure is activated after an initial purchase of at least two licenses of any Knowledge Adventure software title, plus an installation/media kit CD. From there, the purchasing district and/or school can obtain additional licenses in any quantity desired and in a mix and match format. In addition, any district that has 250-1,000 licenses will receive a 10 percent discount on future license purchases. Districts with 1,001-5,000 licenses will receive a 15 percent discount on future purchases, and districts with over 5,000 licenses will receive a 20 percent discount.

“Knowledge Adventure wants to reward schools and districts that are continuous supporters of our products,” said Dan Cavalli, Vice President School Division for Knowledge Adventure. “Also, for a limited time, we are grandfathering customers into the cumulative licensing program,” said Cavalli. “If a school or district has purchased a certain amount of Knowledge Adventure software in the past, the district may be eligible for discounts on future purchases”

(more)

Interested schools can contact their educational reseller or Knowledge Adventure to determine what type of discount is applicable to them and to inquire about grandfathering their past purchases.

**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*<sup>®</sup>, *Math Blaster*<sup>®</sup>, and *Reading Blaster*<sup>®</sup>. Tested and trusted by teachers and parents alike, Knowledge Adventure software has helped millions of children build and strengthen essential learning skills. A subsidiary of Knowledge Holdings, Inc., the company is based in Los Angeles.

# # #