

Contact:

Joan Lebow

jlebow@wgen.net | 212.796.2207

Janet Noe

Janet.No@Berkeley.edu | 510.642.2226

WIRELESS GENERATION TO PARTNER WITH LAWRENCE HALL OF SCIENCE, PROVIDING TEACHERS WITH PROVEN PROGRAM THAT INTEGRATES SCIENCE AND LITERACY

NEW DIGITAL TOOLS TO BOLSTER READING, WRITING, SCIENCE FOR GRADES 2-5, MIDDLE SCHOOLERS

(Brooklyn, NY, February 14, 2012) Wireless Generation today announced an agreement to collaborate with the Lawrence Hall of Science at the University of California, Berkeley and to license a highly effective science education program that pairs early science learning and literacy.

Wireless Generation will acquire rights to Lawrence Hall's innovative and proven *Seeds of Science/Roots of Reading* program, now in use in more than 2000 schools across the country in grades 2-5. The education technology company will assume licenses that had been held since 2008 by Delta Education, a Nashua, New Hampshire-based division of School Specialty, Inc. of Milwaukee, Wisconsin.

Under the terms of the new agreement, Wireless Generation will access rights through 2019 to use and market the program developed by the Lawrence Hall of Science in partnership with the University of California Berkeley's Graduate School of Education to provide educators with a state-of-the-art integrated science and literacy curriculum.

Seeds of Science/Roots of Reading successfully helps kids build reading, writing and language skills, while learning new science concepts and how to think scientifically. It was first offered in 2008 in support of national efforts to advance teaching in science, technology, engineering and math, or STEM.

As an educational technology innovator, Wireless Generation will also develop digital curriculum based on *Seeds of Science/Roots of Reading*, which is currently offered to elementary schools in a print format and as hands-on kits for young people to experience science in action.

In addition, Wireless Generation has been selected by Lawrence Hall of Science to expand the science and literacy program into middle school grades. The company was chosen from among multiple respondents to Lawrence Hall's request for proposals to collaborate on developing original content for the program.

“It’s an honor to be working with the prestigious Lawrence Hall of Science, well known among educators for the great work they do developing programs that get kids engaged in science both in and out of school,” says Larry Berger, Wireless Generation’s CEO.

“What’s so special about *Seeds of Science/ Roots of Reading* is that the program not only does a great job of helping kids learn about and grow to love science, it helps teachers address multiple instructional challenges and goals at once,” adds Berger. “Academic subjects can’t be taught in isolation from one another; children need to continually build literacy skills to succeed in any field.”

“The data show that the *Seeds of Science/Roots of Reading* integrated approach provides a better way to learn science and a better way to learn literacy,” says Jacqueline Barber, co-principal investigator for *Seeds of Science/Roots of Reading*, and associate director of the Lawrence Hall of Science. “We’re thrilled to be partnering with Wireless Generation, and look forward to the ways that our work together will enable more teachers and students to benefit from this innovative approach to instruction.”

About Wireless Generation

Wireless Generation is an education company that harnesses technology to help teachers teach with excellence. Founded in 2000, the company provides educational software, such as assessment tools, adaptive curriculum for individualized instruction and large-scale data systems, as well as consulting services to support teachers’ expertise and school improvement. Wireless Generation’s innovative tools help teachers meet individual student’s needs and benefit more than 200,000 educators and 3 million children in schools and districts in all 50 states. More information is available at wirelessgeneration.com

About the Lawrence Hall of Science

The Lawrence Hall of Science at the University of California, Berkeley investigates, creates, and evaluates educational materials and methods, professional development programs, and hands-on learning experiences for science centers, schools, community organizations, and homes. Since 1968, the Hall has been committed to providing every person access to high quality, effective science and mathematics learning opportunities to enrich lives, inform communities, and advance society. For more information visit lawrencehallofscience.org.

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