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FOR IMMEDIATE RELEASE

**PEARSON INFORM HONORED AS BEST ONLINE DATA ANALYSIS PRODUCT
FOR SCHOOLS IN 12TH ANNUAL EDUCATION SOFTWARE REVIEW AWARDS**

*Data Analysis and Decision Support Tool
Helps Educators Improve Student Achievement*

FOLSOM, Calif. - Oct. 17, 2007 - Pearson Inform, the achievement data analysis and decision support tool for K-12 school districts, was recognized as the best online data analysis product in the 12th Annual Education Software Review (EDDIE) Awards.

Presented by the ComputED Learning Center in San Diego, the EDDIE Awards recognize innovative and content-rich programs and Web sites that provide parents and teachers with the technology to foster educational excellence, including augmenting the classroom curriculum and improving teacher productivity. Winners are selected from titles submitted by software publishers around the world. Judges evaluate the products for academic content, potential for broad classroom use, technical merit, subject approach and management system.

"At Pearson, we are committed to developing technology products that help educators ensure academic success for all students," said Mary McCaffrey, president of the School Systems group of Pearson. "Pearson Inform puts a powerful tool for data analysis into the hands of all educators in school districts. We are particularly honored by ComputED Learning Center's recognition of our data analysis and decision support tool because it was bestowed by educators who work with students everyday."

Pearson Inform gives educators one-click access to clear, intuitive reports on student and school performance. Powerful graphs and charts-predefined or customized-make it easy to target individual or groups of students who need instructional interventions, measure progress and make other critical instructional decisions

Teachers use Pearson Inform to analyze past and current achievement data for their students and compare their progress to other classes in the school or district. Principals use Pearson Inform to evaluate the overall academic progress of the students in their schools, pinpointing areas that need intervention and then can allocate resources appropriately to ensure student success. At the district level, Pearson Inform allows administrators to analyze data from various perspectives, identify patterns and see the “big picture” district-wide at the teacher, school and grade level as well as across achievement goals or standards.

For more information about Computed Learning Center and the 2007 EDDIE Awards, visit www.computedgazette.com. For more information about Pearson Inform, visit www.pearsonschools.com/products/inform.

About Pearson

Pearson is the global leader in educational publishing, assessment, information and services, helping people of all ages to learn at their own pace, in their own way. For students preK-12, Pearson provides effective and innovative curriculum products in all available media, educational assessment and measurement for students and teachers, student information systems, and teacher professional development and certification programs. Our respected brands include PowerSchool, Chancery SMS, SASI, Pearson Inform, Scott Foresman, Prentice Hall, and many others. Our comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student. Pearson's other primary businesses include the Financial Times Group and the Penguin Group.

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