

For Release at Will

MEDIA FACT SHEET

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Important information about LeapFrog SchoolHouse

Major Product Lines

- LeapTrack™ system – A K-5 formative assessment and differentiated instruction system using LeapPad® and Quantum Pad® classroom learning systems
- The Literacy Center – An interactive multisensory early literacy program for PreK-Grade 2
- Language First!™ program – A multisensory English language development program for PreK-Grade 2+
- Ready, Set, Leap!™ program – A comprehensive PreK curriculum that focuses on reading readiness
- LeapPad and Quantum Pad learning systems and Libraries – Phonemic Awareness Series for PreK-Grade 1, Interactive decodable texts for K-2, our All Around Me Storybook series for PreK-Grade 1, Character Development books for PreK-Grade 3, our High/Low book series, Read-It-All™ Series for Grades 3-5, Leveled Reading books for Grades K-5, and our Cross-Curricular collections for PreK-Grade 5
- Handheld Learning Aids – Engaging practice tools that support classroom curriculum for Grades 1-8

The Literacy Center State Adoptions & Listings

- Mississippi State Board of Education, 2003
- Illinois Textbook Loan Program, 2000-2003
- Nevada Education Reform Act, 2002
- Oklahoma Department of Education, 2002
- New York City Board of Education, 2001
- Idaho Department of Education, 2001
- Utah State Office of Education, 2000
- California State Board of Education, 1999

The Literacy Center Reading First Adoptions & Listings

- Virginia - Listed on the Reading First List of Programs (Supplemental)
- Philadelphia - Listed on the Reading First List of Programs (Supplemental)
- Mississippi - Endorsed List of K-3 SBRR Programs for Reading First (Supplemental)
- Illinois - Listed on the Reading First List of Programs (Supplemental)
- Colorado - Added to the Reading First List of Programs (Supplemental)
- Washington - Approved List of K-3 SBRR Programs for Reading First (Supplemental)
- Idaho - Approved Research-Based Reading Materials for Reading First (Supplemental)

National Endorsements

- The Literacy Center has been endorsed by the National Even Start Association.

The Ready, Set, Leap! Program State Adoptions

- Texas State Board of Education, 2002

The Language First! Program State Listings

- Georgia Department of Education, 2003
- Utah State Board of Education, 2002

Awards & Honors

LeapFrog SchoolHouse

- Hero Award Finalist, EdNET 2003
- Rookie of the Year Award, EdNET 2001

LeapTrack™ Assessment and Instruction System

- Teacher's Choice Award, *Learning Magazine*, 2004
- Awards Portfolio, *Media & Methods Magazine*, 2003
- District's Choice Top 100 Award, *District Administration*, June 2002

The Literacy Center

- Teachers' Choice Award (PreK), *Learning magazine*, 2002
- Distinguished Achievement Award, Association of Educational Publishers, 2001
- Teachers' Choice Award (K-2), *Learning magazine*, 2001
- Best of the Best, Idaho Council for Technology & Learning, 2000
- Golden Lamp Award, Association of Educational Publishers, 2000
- Distinguished Achievement Award for Excellence in Educational Publishing, Association of Educational Publishers, 2000
- GoldMaster Award, *Book Report* and *Library Talk* magazines, 2000

Ready, Set, Leap!™ Program

- Teacher's Choice Award, *Learning Magazine*, 2004
- Award of Excellence, *Technology & Learning*, 2003
- Golden Lamp Award Finalist, Association of Educational Publishers, 2003

LeapDesk™ Workstation

- District's Choice Top 100 Award, *District Administration* magazine, 2000

LeapPad® Classroom Learning System

- Best Pick Award, *Choosing Children's Software* magazine, 2001
- International EMMA (Electronic Multimedia Awards) for Learning 0-18, EMMA Foundation, 2001
- Ed Tech Award for Best Electronic Teacher Aid, National School Supply and Equipment Association, 2001
- Bologna New Media Award 2001 honorable mention, Bologna Children's Book Fair (Italy), 2001
- Toy of the Year, Best Educational Toy and People's Choice, The Toy Industry Association, 2001
- All Star Software Seal of Excellence, *Children's Software Revue* magazine, 2000

Odyssey® III Globe

- Teachers' Choice Award, *Learning magazine*, 2001
- 6th Annual Best Educational Software Awards (BESSIES), CompuED Learning Lab, San Diego, Calif., 1999
- *Practical Homeschooling* Reader Awards, *Practical Home Schooling* magazine, 1999

Read-It-All™ Book Series

- Award of Excellence, *Technology & Learning*, 2003

Scientifically-Based Research and Case Studies

Effectiveness studies on the following schools and districts can be found at www.LeanFrogSchoolHouse.com/Research

- Efficacy Study: Northern California Research Report
- Efficacy Study: Los Angeles Unified
- Efficacy Study: Ft. Worth, Texas
- California's *Families for Literacy* program
- Pottsboro Elementary, Pottsboro, TX
- Prairie Creek Academy, Dallas, TX
- Creative Options Head Start, Aurora, CO
- Maritime Head Start, Oakland, CA
- Clover Avenue Elementary, Los Angeles, CA
- Betty Keifer Elementary, Rathdrum, ID
- Meadow Woods Elementary, Orlando, FL
- Huie Elementary, Forest Park, GA
- Academy for the Blind, Macon, GA
- Houston Independent School District, TX
- Henry County Public Schools, GA
- Cheney Elementary, Orlando, FL
- Hickory Tree Elementary, St. Cloud, FL
- Kirkpatrick Elementary, Ft. Worth, TX

Recent Press Releases

These and other past press releases can be found at www.LeanFrogSchoolHouse.com.

- LeapFrog SchoolHouse Expands Popular Leveled Library with Interactive Books for Transitional Readers. More Titles Provide Instructional Experiences Recommended by the National Reading Panel.
- Read-It-All™ Summer Program from LeapFrog SchoolHouse Delivers Multisensory Instruction to Raise Reading Achievement. Interactive Summer School Program Instills Success and Confidence for Struggling Readers
- LeapFrog SchoolHouse Partners with Dallas Mavericks to Bring Multisensory Learning Tools to New Computer Center
- Language First!™ Program from LeapFrog SchoolHouse Makes Georgia Approved List. Georgia ESOL Advisory Committee Approves Multisensory Program to Build English Language Skills for Students
- U.S. Department of Education Selects LeapFrog SchoolHouse To Participate In Multi-Million-Dollar Early Literacy Studies. LeapTrack™ & Ready, Set, Leap!™ Among Select Products to Gauge Literacy Gains in the Classroom
- LeapFrog SchoolHouse Advances as the Fastest Growing K-12 Instructional Software Publisher in 2003. Success of LeapTrack™ Assessment & Instruction System Contributes to LeapFrog SchoolHouse's 86 Percent Sales Increase
- LeapFrog And Riverdeep Enter Into Publishing And Distribution Agreement For Reader Rabbit®. More Schools and Homes to Benefit from Interactive LeapPad® Learning System
- Broward County Public Schools Joins with LeapFrog SchoolHouse, Investing \$650,000 to Help Students Achieve State Standard Requirements. LeapTrack™ Formative Assessment & Instruction System' Placed in over 200 Classrooms in Nation's Fifth Largest District
- LeapFrog Donates \$1 Million To Literacy Program Promoting Early Learning And Literacy For Less Advantaged Students. In Alliance with Wal-Mart 50 School Districts Throughout U.S. Receive LeapTrack Formative Assessment and Differentiated Instructional Program for At Risk Classrooms
- LeapFrog SchoolHouse Expands Popular Read-It-All™ Book Series For Struggling Readers. Interactive, Magazine-Style Books Motivate Reluctant Readers in Grades 3–5
- LeapFrog SchoolHouse Donates LeapTrack System to New Oakland Reading Center. Police Activities League Also Receives LeapPad® Classroom System and Hundreds of Interactive Books in Third Donation from LeapFrog SchoolHouse
- LeapFrog SchoolHouse Announces New Release of Flagship Formative Assessment and Instruction System. New Version of LeapTrack Assessment & Instruction System Doubles Instructional Content to Help Educators Further Meet the Challenges of the No Child Left Behind Act

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- LeapFrog SchoolHouse Creates New Program for use with Houghton Mifflin Nation's Choice 2003 Reading Program. New Editions of The Literacy Center Add Multisensory Instruction to Enhance Houghton Mifflin Reading Program
- Chicago Public Schools Partners with LeapFrog SchoolHouse to Personalize Student Instruction, Investing Over \$840,000 in Formative Assessment and Instruction Program

About LeapFrog SchoolHouse Division

LeapFrog SchoolHouse publishes assessment and curriculum content for the PreK-Grade 8 education market. The content is designed to correlate to state and national standards and is enhanced by LeapFrog proprietary technology-based learning platforms. LeapFrog SchoolHouse product areas currently include assessment, reading, language arts, math, English language development, and early literacy.

LeapFrog SchoolHouse offers the LeapTrack™ Assessment & Instruction System, which provides teachers with the ability to instantly assess their students, personalize student instruction, and continuously monitor student progress as they move toward mastery of state content standards. LeapFrog SchoolHouse also offers curriculum programs that are research-based and include interactive, multisensory, electronic learning aids, as well as the tools a teacher needs to integrate the program easily into the classroom. LeapFrog SchoolHouse was established in response to numerous requests from educators to customize LeapFrog award-winning technology and educational products for the classroom.

LeapFrog SchoolHouse is a business division within the Education & Training Group of LeapFrog Enterprises, Inc., a leading developer of innovative, technology-based educational products and content. Phone 800-883-7430 or visit www.LeapFrogSchoolHouse.com for more information.

About LeapFrog Enterprises

LeapFrog Enterprises, Inc. (NYSE: LF) is a leading designer, developer and marketer of innovative, technology-based learning products and related proprietary content, dedicated to making learning effective and engaging for all ages, at home and in schools, around the world. The company was founded in 1995 and is based in Emeryville, California.

In Homes: LeapFrog has developed six learning platforms that come to life with more than 90 interactive software titles, covering important subjects such as phonics, reading, math, music, geography, social studies, and science. In addition, the company has created more than 35 stand-alone educational products for ages six months to 16 years. All products contain educational curricula and reflect a teaching style designed to be fun, engaging, and effective. LeapFrog's award-winning U.S. consumer products are available at major retailers.

In Schools: In 1999, the company created its school division, LeapFrog SchoolHouse, in response to countless requests from educators to customize LeapFrog's award-winning technology and educational products for the classroom. The LeapFrog SchoolHouse programs are currently used in more than 25,000 classrooms in the U.S. with over 200 interactive books and 450 interactive skill cards, representing more than 6,000 pages of educational content. In addition, LeapFrog SchoolHouse products have won numerous awards from the education industry, including the Golden Lamp Award and Distinguished Achievement Award from the Association of Educational Publishers, the Award of Excellence from Technology & Learning magazine and the Teacher's Choice Award from Learning magazine.

Around the World: Interest in LeapFrog learning products is worldwide. LeapFrog currently has offices in Canada, France and the United Kingdom LeapFrog consumer products are available in more than 25 countries and produced in five different languages.

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