

For Release at Will

## **MEDIA FACT SHEET**

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### **LeapFrog SchoolHouse Company Backgrounder**

#### **About LeapFrog SchoolHouse**

LeapFrog SchoolHouse is a business division within the Education & Training Group of LeapFrog Enterprises, Inc. (NYSE: LF), a leading developer of interactive learning products.

LeapFrog SchoolHouse publishes curriculum and assessment content for the PreK-8 education market. The content is designed to correlate to state and national standards and is enhanced by LeapFrog's proprietary technology-based learning platforms. With LeapFrog SchoolHouse multisensory learning curriculum, information and concepts are communicated to students by touch, sight, and sound. The multisensory approach is engaging and effective because it addresses multiple learning modalities. LeapFrog SchoolHouse utilizes multisensory learning tools to administer curriculum programs that are research-based and provide the essential teaching strategies a teacher needs to integrate each program easily into the classroom. Engaging instructional programs, delivered via the LeapPad<sup>®</sup> and Quantum Pad<sup>™</sup> classroom learning systems and other interactive learning platforms, inspire in students a love of learning and create new opportunities for success.

LeapFrog SchoolHouse learning platforms provide immediate and corrective feedback based on a student's progress. The audio assistance allows students to work independently and at their own pace, ensuring opportunities for students to practice as many times as necessary to achieve mastery of specific skills. In addition, assessment and prescription capabilities are built into LeapFrog SchoolHouse programs, enabling teachers to quickly diagnose progress and prescribe individualized learning activities for each student.

LeapFrog SchoolHouse was established in response to numerous requests from educators to customize LeapFrog award-winning technology and educational programs for the classroom. LeapFrog SchoolHouse products have been adopted or listed in California, Idaho, Illinois, Mississippi, Nevada, New York City, Oklahoma, Texas and Utah, as well as endorsed by the National Even Start Association. These multisensory products are used in thousands of elementary school classrooms, preschools and Head Start centers nationwide.

LeapFrog SchoolHouse has earned numerous awards from educators, publishers, print and broadcast media, consumer groups and industry organizations, as well as praise from teachers, parents, and students alike.

### **Educational Advisors**

LeapFrog SchoolHouse products are developed with direction from an advisory panel that includes educational experts with extensive reading research backgrounds.

- **Robert Calfee, Ph.D.** – Professor Emeritus, School of Education, Stanford University and Dean, School of Education, University of California, Riverside
- **Anne E. Cunningham, Ph.D.** – Associate Professor, Graduate School of Education, University of California, Berkeley
- **Karen C. Fuson, Ph.D.** – Professor, School of Education and Social Policy, Northwestern University
- **Barry Munitz, Ph.D.** – President and CEO, J. Paul Getty Trust
- **Ruth Nathan, Ph.D.** – Instructor, University of California, Berkeley Extension and Executive Advisor, LeapFrog SchoolHouse
- **Scott G. Paris, Ph.D.** – Professor, School of Education, University of Michigan, Ann Arbor and Graduate Program Chair, Department of Psychology, University of Michigan, Ann Arbor
- **P. David Pearson, Ph.D.** – Dean, Graduate School of Education, University of California, Berkeley
- **Alma Flor Ada** – Director, Center for Multicultural Literature for Children and Young Adults, University of San Francisco
- **Jeni Leta Riley, Ph.D.** – Head of the School of Early Childhood and Primary Education for the Institute of Education, University of London
- **Liliane Sprenger-Charolles, Ph.D.** – Senior Research Scientist, Department of Literacy, French National Center for Scientific Research and University René Descartes, Paris
- **Keith E. Stanovich, Ph.D.** – Professor, Department of Human Development and Applied Psychology, University of Toronto

### **Research**

LeapFrog SchoolHouse is committed to conducting dynamic and scientifically based research. The research basis that forms the foundation of our educational programs is part of a cyclical and reciprocal process and is examined in conjunction with the findings from our validity and efficacy research. Our research department adheres to the Department of Education's *What Works Clearinghouse* (<http://www.w-w-c.org/about.html>), which calls for research to be systematic, rigorous and of open design (inviting peers and professionals to examine research methodology and raw data). We have conducted, and continue to conduct, efficacy research in order to validate that our programs achieve demonstrable learning gains in the classroom.

### **Current Product Offering**

#### The LeapPad® and Quantum Pad™ Classroom Systems

The LeapPad and Quantum Pad classroom systems are interactive learning units that introduce reading and other important subjects to children in fun and intuitive ways. Using innovative, patented technology, these systems bring books to life using sight, sound, and touch. The NearTouch® technology is a touch-sensory, radio frequency technology that allows students to use an interactive pen anywhere on the page of a LeapPad or Quantum Pad book to hear the story, as well as spell and sound out words. It even brings illustrations to life with fun sound effects. This unique, touch-and-talk technology involves and engages students while providing personalized audio support that helps them achieve higher reading levels.

#### LeapTrack™ Assessment & Instruction System

The LeapTrack™ system 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.

At the foundation of the LeapTrack™ system are the LeapPad® and Quantum Pad™ classroom learning units. These multisensory units are designed to administer assessments and deliver engaging instruction. With the use of these units, students are engaged in self-directed learning that moves them towards mastery of state standards. The assessment library for use on the LeapPad® and Quantum Pad™ units spans grades K-5 in reading, language arts, and math, with optional assessments in science and social studies. The instructional library includes more than 450 full-color, high interest Skill Cards that focus on essential skills in each content area.

The LeapTrack™ system manages student learning through a software application that assigns prescriptive content to each student based on individual assessment results and reports student, class, school, and district progress on specific skills and state standards.

#### The Literacy Center

The Literacy Center is a multisensory, early literacy program that uses sight, sound, and touch to effectively deliver supplementary instruction based upon the “best practices” in current reading research and reinforces any core reading program.

The award-winning LeapPad learning units engage students and provide explicit, direct instruction in phonemic awareness and phonics. Additionally, these portable units deliver activities for family learning and encourage important home-school connections.

The Literacy Center includes three key multisensory technology components:

- The LeapPad® Classroom Learning System, which allows books to talk via touch interactive technology. Students can use the LeapPad unit to read specific words, sound out decodable words, or read entire pages

- The LeapDesk™ workstation, which teaches letter names, letter sounds, and sight words, and assesses students on these same three skills
- The LeapMat™ learning surface, which teaches letter-name recognition, letter-sound association, and spelling of three-letter words

In addition to these technology components, The Literacy Center includes the new Link to Lessons software, providing thousands of engaging activities that map to critical early literacy skills. The program links LeapFrog SchoolHouse technology to skills in whole class instruction, tracks student progress with assessment reports, and individualizes instruction.

The Literacy Center has been proven effective, meets the essential requirements of the *No Child Left Behind Act* and Reading First guidelines. The program has earned numerous awards from education industry organizations and the education media, and is used in thousands of elementary school classrooms, preschools and Head Start centers nationwide. The multisensory tools and technologies have been adopted or listed in California, Idaho, Illinois, Mississippi, New York City, Nevada, Oklahoma, and Utah, and have been endorsed by the National Even Start Association.

#### The Ready, Set, Leap!™ Program

The Ready, Set, Leap!™ program is a research-based, comprehensive pre-kindergarten curriculum. The program provides PreK teachers with the curriculum and tools to help develop the skills children need to be prepared for kindergarten. The Ready, Set, Leap!™ program correlates to comprehensive PreK state standards across all subject areas.

The Ready, Set, Leap!™ curriculum stimulates young learners with the engaging and multisensory technology in the LeapPad® classroom learning system, LeapDesk™ workstation, LeapMat™ learning surface, and the Imagination Desk® learning center along with children's literature, music, posters, teaching strategy cards, and more. Learning activities employ hands-on, exploratory, and experiential tasks for whole class, small group, and individual instruction. Teachers can choose between two instructional approaches – Literature-Based or Theme-Based – to ensure easy integration into their particular classrooms. The Ready, Set, Leap!™ program has been adopted by the Texas State Board of Education.

#### Language First!™ Program

The Language First!™ program is an English language development program that utilizes the award-winning LeapPad® classroom learning system and 36 interactive books to develop English oral language and vocabulary skills for English Language learners in grades K-5.

The Language First!™ program provides students with ample opportunities to listen to English in meaningful contexts as they learn in print-rich, interactive environments. Students work independently and at their own pace to get the practice new language skills as often as they need to build proficiency in English.

Audio support from the LeapPad® units engages the students and provides repetition with immediate and corrective feedback. The portability of the LeapPad® learning system enables books to be sent home as part of a home-school connection program, involving parents and siblings in the learning process. The Language First!™ program has been adopted by the Utah State Board of Education.

#### Extensive Library of Multisensory Content

LeapFrog SchoolHouse has developed a library of research-based, interactive books for grades PreK-5 that use the LeapPad® and Quantum Pad™ classroom learning systems and provide targeted instruction and practice in key content areas including:

- Phonemic Awareness
- Phonics
- Vocabulary
- Fluency
- Comprehension
- Struggling Readers
- Character Development
- Math
- Science
- Social Studies
- Music

#### Other Handheld Learning Aids

LeapFrog SchoolHouse offers a growing line of interactive learning tools with multisensory content for the school and home learning markets. This ever-expanding product line includes the iQuest™ handheld, the Turbo Twist™ Math and Spelling handhelds, and the Odyssey™ III globe.

#### **About LeapFrog Enterprises**

LeapFrog Enterprises, Inc. (NYSE: LF) is a leading designer, developer and marketer of innovative, technology-based learning products and related copyrighted 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 products that 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. 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 over 6,000 pages of instructional 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.