



CTB/MCGRAW-HILL'S ACUITY WINS 2009 CODIE AWARD

Integrated Assessment System Chosen as Best Student Assessment Solution

Monterey, CA – May 11, 2009 – CTB/McGraw-Hill, a leader in K–12 and adult education, today announced that Acuity™, the company's comprehensive InFormative Assessment™ Solution, has won the Award for "Best Student Assessment Solution" in the Software & Information Industry Association (SIIA) 2009 CODiE Award program. The announcement was made May 5, 2009 at the 24th Annual CODiE Awards Gala, at the Palace Hotel in San Francisco.

"Now in its 24th year, the CODiE Awards continue to recognize those companies providing the best new technology products and services across a broad array of industries," noted SIIA President Ken Wasch. "In addition, its winners are a prolific testament to the power of technology to deliver innovative solutions to businesses and consumers. SIIA warmly congratulates all of the winners and nominees of the CODiE Awards, whose innovation is essential for continuing America's leadership in the global knowledge economy."

CODiE Awards are the education industry's only peer-reviewed awards, and are highly influential in the educational technology market. Showcasing the finest software and information technology products and services, CODiE Awards have raised the standard for excellence, and are recognized as a prestigious representation of outstanding achievement and vision in the software and information industry. This year's awards were selected from more than 850 nominations submitted by 600 companies, including the world's leading educational technology firms.

The "Best Student Assessment Solution" awards the best stand-alone, computer-based or online solution for K-12 student assessments. The Acuity features and attributes highlighted by the CODiE Judges included:

- Appropriate for students with diverse learning styles and abilities
- Overall visual/program aesthetics
- Provides teacher support for use in the classroom
- Student feedback and reinforcement for building their test-taking skills and strategies
- Useful reports for teachers and administrators

"The CODiE Award win is a noteworthy achievement, demonstrating that Acuity is a superior assessment system, one that makes real differences in student learning and achievement," said Ellen Haley, president of CTB/McGraw-Hill. "We are pleased and honored that Acuity has been recognized by CODiE judges, especially considering the high level of competition in this year's entries."

- more -

Acuity is a groundbreaking online InFormative Assessment solution designed to help teachers gauge student performance and deliver targeted classroom instruction. In addition to diagnostic and predictive assessments with immediate scoring and reporting, Acuity provides individualized instructional resources for intervention, extra practice, and homework.

Acuity heralds a new generation of assessment programs that are changing the way educators perceive and use student information to drive instruction. Acuity contains four elements of a comprehensive InFormative Assessment system: ongoing measurement opportunities, in-depth reporting, analysis of performance data, and resources for targeted instruction. To help educators harness the full power of Acuity, CTB also offers comprehensive professional development, implementation, and support services. For an interactive product demonstration, visit AcuityforSchool.com or call 800.538.9547 to schedule a live presentation.

About CTB/McGraw-Hill

As the nation's leading publisher of standardized and standards-based achievement tests for pre-school, elementary, middle, high school, and adult education, CTB/McGraw-Hill LLC offers a broad range of assessments, software and services. CTB/McGraw-Hill LLC is part of the Assessment and Reporting group of McGraw-Hill Education (MHE), a division of The McGraw-Hill Companies (NYSE: MHP). MHE is a leading global provider of print and digital instructional, assessment and reference solutions that empower professionals and students of all ages. McGraw-Hill Education has offices in 33 countries and publishes in more than 65 languages. Additional information is available at www.CTB.com.

Media Inquiries

Brandon Engle
Manager, Communications
Phone: (916) 933-1291
Brandon_Engle@ctb.com

#