



FOR IMMEDIATE RELEASE

**CTB/MCGRAW-HILL'S ACUITY ASSESSMENT WINS DISTRICT ADMINISTRATION
MAGAZINE'S READERS' CHOICE TOP 100 PRODUCTS OF 2010**

Monterey, CA – December 13, 2010 – CTB/McGraw-Hill, a leading provider of PreK–12 and adult education assessments, announced today that the Company's [Acuity® InFormative Assessment™ solution](#) was awarded District Administration Magazine's Readers' Choice Top 100 Products of 2010. The Readers' Choice awards recognize outstanding products that help educators teach more effectively. Award results are available at [DistrictAdministration.com](#), and are featured in the November/December print edition of District Administration Magazine.

"We are proud and honored that Acuity was selected by District Administration Magazine as a superior solution for a second time – first in 2008 and now again with this 2010 recognition," said Ellen Haley, president of CTB/McGraw-Hill. "The Top 100 Products are chosen by individuals who are using Acuity in their schools and districts on a daily basis to improve teaching and learning. This makes the Readers' Choice award a powerful testimony that Acuity is meeting the real-world needs of today's educators."

"The Acuity InFormative Assessment solution from CTB/McGraw-Hill is the one tool that coherently pulls together curriculum, instruction, and assessment," said Sue McGuier, coordinator for assessment, Ohio County Schools, West Virginia. "Benchmark assessments provide students and teachers with valuable snapshots of student progress throughout the academic year. The results provide the basis for data-driven decisions about curriculum and instruction for all students. Continuous monitoring of student learning has done more to move our classrooms to standards-focused instruction than any other approach we have tried."

"This year's winners were a very diverse group of products, ranging from classroom resources to district-level management tools," says Kurt Eisele-Dyrli, products editor, District Administration Magazine. "Many of the products, from online assessments and notification systems to thin clients and projectors, enabled readers to do more with less, which reflects the challenging times faced by many school systems."

With a circulation of 73,000, District Administration Magazine is the most-read magazine of America's school district leaders, including the top decision-makers from virtually every school district across the country. Acuity was selected from hundreds of submissions as a Top 100 Product by the readers of District Administration, and the District Administration Advisory Panel.

About Acuity

The groundbreaking Acuity InFormative Assessment solution helps teachers gauge student performance and deliver tailored instruction for every student. Used by more than 65,000 teachers and 1.5 million students nationwide, Acuity heralds a new generation of assessment, enabling educators to deliver true data-driven instruction. Acuity contains four elements of a comprehensive assessment system: ongoing skills measurement, in-depth reporting, data analysis, and resources for individual instruction and intervention. CTB/McGraw-Hill also offers comprehensive professional development, online community forums, implementation, and support services. In 2010, Acuity swept three industry-leading awards to become the premiere interim/formative assessment solution available to schools today. For more information, visit AcuityforSchool.com or call 800.538.9547 to schedule a live presentation.

About CTB/McGraw-Hill

CTB/McGraw-Hill has an 85-year record of innovation and excellence in assessment, and serves more than 18 million students in all 50 states and in 46 countries. One of the first American publishers to introduce objective, standardized achievement tests to schools, today CTB/McGraw-Hill is a leader in testing with recognized products for online formative, adult, and language proficiency assessment. Dedicated to advancing the use of student performance data to inform instructional decision making, CTB/McGraw-Hill's innovation continues today with technologies that include Web-based assessment and reporting, student response device (clicker) software, and artificial intelligence for automated scoring of student essays. CTB/McGraw-Hill is part of McGraw-Hill Education, a division of The McGraw-Hill Companies (NYSE: MHP). McGraw-Hill Education is a leading global provider of instructional, assessment and reference solutions that empower professionals and students of all ages. For more information, visit CTB.com.

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