

# NEWS RELEASE

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## **PEOPLES EDUCATION APPROVED, RANKED NO. 1, BY CALIFORNIA STATE BOARD OF EDUCATION FOR EXIT EXAM PREPARATION**

### **‘Measuring Up’ Program Rated Highly By Panel of Teachers, Curriculum Experts**

SADDLE BROOK, N.J., March 8, 2007 – Peoples Educational Holdings, Inc. (Nasdaq: PEDH) announced today that it is one of just three national educational publishers approved yesterday by the California State Board of Education to provide “intervention” materials to students who have not yet passed the California High School Exit Examination (CAHSEE).

Peoples Education’s “*Measuring Up*®” program was the highest ranked among the publishers receiving approval by the California State Board of Education’s panel of 20 evaluators. These 20 panelists, which included California public school teachers and other curriculum experts, ranked seven publishers’ materials based on 12 criteria. Four publishers were not approved.

The California State Board of Education had sought bids for supplemental educational materials following the passage of Assembly Bill 1802, which authorized the California Department of Education to allocate \$5.5 million to local educational agencies for the purchase of additional educational materials for students who had not yet passed the California High School Exit Examination.

In making its recommendations to the California State Board of Education, the California Department of Education gave high marks to Peoples Education’s “*Measuring Up*®” program for its logical organization, and because the program, which includes online assessment and print lessons, can be used in a print-only format to improve student performance if schools choose.

Peoples Education’s “*Measuring Up*®” material is a 100 percent state-specific, standards-based instruction and assessment program delivered in print and via the Internet. The Internet-based component, Measuring Up ePath®, provides customized formative assessment that offers a Personal Prescriptive Path® for every student. Measuring Up ePath® was created in partnership with the Cisco Learning Institute (CLI), the non-profit distance learning organization associated with Cisco Systems. Peoples Education is the exclusive commercial partner of CLI in the lucrative, high-stakes state test preparation market.

“Peoples Education is extremely pleased to be chosen as the top-ranked program for helping students pass the California High School Exit Examination,” said Peoples Education President and CEO Brian Beckwith. “Our ‘Measuring Up®’ materials were designed by educators to meet the specific standards in California, and to provide proven solutions to teachers and school districts seeking to improve the performance of their students.”

Peoples Education’s Measuring Up® program, which includes an English-language arts student workbook and annotated teacher edition, mathematics student workbook, and annotated teacher edition, and an online assessment and management component, teach and support the state standards while preparing students for the rigorous state assessments.

The Dept. of Education also noted that Peoples Education’s program is compliant with the National Instructional Materials Accessibility Standards, which would aid in the conversion into specialized formats such as Braille.

Teachers may use a student’s previous exit examination test results in conjunction with the Measuring Up® program for student remediation, or they may use Measuring Up® online diagnostic and formative assessments to identify specific student needs and Measuring Up® lessons to address those needs.

As background, according to the California Department of Education, the primary purpose of the CAHSEE is to significantly improve student achievement in public high schools and to ensure that students who graduate from public high schools can demonstrate competency in reading, writing and mathematics. Since the 2005-06 school year, no student can receive a public high school diploma without having passed the CAHSEE, as well as having met all other state and district requirements for graduation.

### **About Peoples Education**

Founded in 1990 by two former educators, Jim Peoples and Diane Miller, with experience in the classroom and in educational publishing, fast-growing Peoples Education is a school publisher and distributor of supplemental materials for grades K through 12. It is best known for the popular, 100%-state-customized *Measuring Up*® program, which includes worktexts, a state-of-the-art online assessment program called *Measuring Up e-Path*®, and the Focused Instruction programs, which target key areas in which students need extra support.

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