

NEWS RELEASE

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For Immediate Release

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The Heller Reports Announces 2004 *EdNET* Industry Award Finalists

12 organizations recognized for their significant contributions to the success and advancement of the educational technology and telecommunications industry

DENVER (Aug. 24, 2004) – Allan Bloom in *The Closing of the American Mind* wrote, “Education is the movement from darkness to light.” As educational technology providers, the *EdNET* Industry Award finalists are illuminating the path for students, helping bring them closer to the “light” of knowledge. The Heller Reports, a QED company and leading provider of education market news and events, today announces the 2004 *EdNET* Industry Awards finalists, 12 for-profit and not-for-profit organizations that have made a positive impact on education and made important contributions to the educational technology industry.

Central to the annual *EdNET* Conference, which offers executives insight into education market trends and forecasts as well as a powerful networking opportunity, are the annual *EdNET* Industry Awards. Established in 1992 by conference hosts QED and The Heller Reports, five awards are given in the following categories: *EdNET* HERO, *EdNET* Pioneer, and *EdNET* Rookie of the Year.

The *EdNET* HERO award recognizes one for-profit and one not-for-profit organization that has made the most significant impact on education through educational technology and telecommunications. The *EdNET* Pioneer award recognizes an organization that most significantly contributed to the growth of the markets for educational technology and telecommunications during the previous year. *EdNET* Rookie of the Year award honors a small or start-up organization, either for-profit or nonprofit, that has the greatest potential to become a significant player in the technology industry in the coming years.

The 2004 *EdNET* Industry Award finalists are:

***EdNET* HERO For-profit**

- 4GL School Solutions, Inc., Towson, Md., the leading provider of comprehensive, special education management solutions to top-tier school districts across the United States (<http://www.4glschools.com/>);
- ePALS Classroom Exchange, Inc., Easton, Conn., internationally recognized as the leading provider of school-safe email and collaborative technology (<http://www.epalscorp.com/>);
- Kurzweil Educational Systems, Inc., Bedford, Mass., innovator of reading technology solutions for individuals with visual and learning disabilities (<http://www.kurzweilededu.com/>);

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EdNET HERO Not-for-profit

- Center for Innovation in Engineering and Science Education (CIESE), Hoboken, N.J., advocates the use of technology to improve science and mathematics education and develops and implements Internet-based curriculum projects (<http://www.savvyteacher.org/>);
- Florida Virtual School, Orlando, the established leader in developing and providing virtual K-12 solutions (<http://www.flvs.net/>);
- NASA Center for Distance Learning, Hampton, Va., the recognized leader in the application of traditional and emerging instructional technology through distance learning programs that span the educational horizon (<http://dlcenter.larc.nasa.gov/>);

EdNET Pioneer

- eSchoolMall, Horsham, Pa., the leading provider of online procurement software and services for K-12 schools (<http://www.eschoolmall.com/>);
- Funds For Learning, LLC, Arlington, Va., one of the nation's leading educational technology and E-rate consulting firms (<http://www.fundsforlearning.com/>);
- Wireless Generation, New York, the pioneer of mobile technology use in K-12 assessment and the only national provider of handheld reading assessment tools (<http://www.wirelessgeneration.com/>);

EdNET Rookie of the Year

- BrainPOP, Mount Kisco, N.Y., the leading producer of standards-based animated educational movies for grades K-8 (<http://www.brainpop.com/>);
- Questia Media, Inc., Houston, the first online library that provides 24/7 access to the world's largest online collection of books and journal articles, in the humanities and social sciences, plus magazine and newspaper articles (<http://www.questia.com/>); and
- SmartPro3, Inc., San Marcos, Calif., a provider of artificial intelligence-based technologies that help educators and publishers with alignment, curriculum development and change management products, services, and training to improve their Processes, Proficiency, and Productivity (<http://www.smartpro3.com/>).

A 10-judge panel reviewed the nominations and selected the award finalists. The judges for the 2004 *EdNET* Industry Awards are Dr. Angela R. Choate, assistant professor, Barry University, School of Education, Pembroke Pines, Fla.; Keith R. Krueger, CEO, Consortium for School Networking (CoSN), Washington, D.C.; Gwen Solomon, director, techLEARNING.com, Mission Viejo, Calif.; Dr. Ann Lee Flynn, director, education technology, National School Boards Association, Alexandria, Va.; Ellen Bialo, president, Interactive Educational Systems Design, Inc., New York; Mindy DiSalvo, program director and national after school ambassador, DeKalb County School District/MIS Family Technology Resource Center, Decatur, Ga.; Dr. Everett Abney, retired associate superintendent, Broward County Public Schools, Oakland Park, Fla.; and Joseph M. Janovjak, director of technology, The Avery Coonley School, Downers Grove, Ill.

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The 12th annual *EdNET* Industry Awards recipients will be announced on Sept. 28 at a luncheon ceremony during the 16th Annual *EdNET* Conference on Sept. 26-28, 2004, at the Palmer House Hilton in Chicago. For more information about the *EdNET* conference or to register, contact The Heller Reports at 877-435-5373, ext. 1, or visit www.hellerreports.com.

About the EdNET Conference

EdNET provides a variety of venues for executives to network and build strategic business partnerships that ultimately help educators increase student performance. The conference program is structured and developed through the input of an Industry Executives Advisory Board to ensure that the important issues facing schools and businesses are addressed. The focus of the 16th Annual *EdNET* Conference is seizing new opportunities and adapting offerings to educators' changing needs due to several years of budget cuts and a shift in focus to accountability and assessment in the classroom. Educators are participating in panels to provide the customer's perspective and discuss ways in which the vendor community can help today's students succeed. Conference speakers include Daniel Burrus, futurist, president and CEO, Burrus Research Associates, Inc.; Margery W. Mayer, president, Scholastic Education; Anita Givens, director, educational technology division of curriculum, Texas Education Agency; and Jack Lynch, president and CEO, Pearson Education Technologies. New this year, *EdNET* attendees get an exclusive look inside "The Technology Purchasing Forecast," QED's annual report on technology purchasing trends, prior to its release. For more information about the EdNET conference, visit www.hellerreports.com or phone 877-435-5373, ext. 1.

About The Heller Reports

The Heller Reports, a QED company has provided unsurpassed coverage of the education market and a forum for education industry executives to meet, share ideas and grow their businesses for more than 21 years. Founded in 1981 by Nelson B. Heller, Ph.D., The Heller Reports' mission is to deliver up-to-date, reliable and unbiased information, news and services that today's education marketer's need. Headquartered in Denver, The Heller Reports is a division of QED, a wholly owned subsidiary of Scholastic, Inc., the global children's publishing and media company. For more information about The Heller Reports, visit www.hellerreports.com or phone 800-525-5811, ext. 9421.

About QED

Quality Education Data, Inc. (QED), established in 1981, is a leading provider of integrated marketing services for the pre-K through higher education markets. QED's landmark National Education Database™ covers U.S. and Canadian educational institutions and is at the core of all QED products and services. QED maintains lists and databases that are continually updated using more than 7 million direct education contacts each school year and utilizing over 700 phone representatives. Headquartered in Denver, QED is a wholly owned subsidiary of Scholastic, Inc., the global children's publishing and media company. For more information about QED, visit www.QEDData.com or phone 800-525-5811, ext. 9421.

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Editor's Note: For full details on the nomination rules and requirements, visit www.hellerreports.com/conferences/ednet2004/nomrules.aspx.