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Highly Acclaimed Reading Rainbow Series to be Offered on Learn360

Learn360 Proudly Announces the Addition of the Entire Reading Rainbow Series to its Extensive K-12 Media Collection

WOODBURY, N.Y. (April 6, 2010) – Learn360 (www.learn360.com), an interactive media-on-demand service, announces a licensing agreement with Smarterville, Inc. for the complete, award-winning Reading Rainbow series. These critically-acclaimed Language Arts video titles will now be added to the Learn360 site. Learn360 is proud to offer this highly-demanded series, maintaining their goal of providing educators with the content they need to enrich teaching and learning in today’s classrooms.

“We are extremely pleased to offer the award-winning Reading Rainbow series on Learn360,” said Mike Kroening, Executive Vice President of Sales, Learn360. “Encouraging students to read and improve their literacy through the use of multi-media in the classroom is an integral component of our mission and we are very confident that our educators and students will greatly benefit from these new resources.”

“We are pleased to make Reading Rainbow available to more schools nation-wide, by way of our agreement with Learn360. A beloved and long-running program on public television, Reading Rainbow is also one of the most respected programs by teachers.” said Judy L. Harris, CEO of Smarterville, Inc. who markets Reading Rainbow to educators. “Our mission at Smarterville is to empower parents and teachers to help children succeed. Broadening the availability of Reading Rainbow helps us fulfill that mission.”

In addition to the Reading Rainbow series, Learn360 provides customers with over 8,300 digital video titles and thousands of images, articles, audio files and podcasts. These trusted resources are provided by top educational publishers such as Encyclopaedia Britannica (over 25,000 articles); AETV, which includes A&E, Biography and History Channel; Weston Woods, PBS, WGBH, Sunburst Visual Media, National Geographic, and thousands of audio files from Scholastic Audio, among many others. A free 30-day trial of Learn360 is available by signing up at www.learn360.com

About Smarterville

Smarterville, Inc., is backed by Sterling Partners, and is a leading provider of branded, supplemental educational content and solutions. Serving both the consumer and educational markets with respected product brands such as Hooked on Phonics® and Sunburst Technology®, Smarterville empowers parents and teachers to help children succeed. For more information, please visit www.smarterville.com, www.hookedonphonics.com or www.sunburst.com.

About Sterling Partners

Sterling Partners is a leading private equity firm with over 25 years of experience partnering with entrepreneurs to build market-leading businesses and generate superior returns. With approximately \$4 billion of assets under management, Sterling invests growth capital in industries with positive, long-term trends and provides ongoing support to management through a dedicated team of industry veterans, operators, strategy experts and human capital professionals. Sterling Partners is a leader in education, healthcare and business services and is co-headquartered in Chicago and Baltimore. For more information, please visit www.sterlingpartners.com.

About Learn360

With over 8,300 digital video titles, Learn360 gives educators and students the power to meet and exceed 21st century educational expectations. Setting a superior standard of quality for video streaming, Learn360 delivers the rich resources educators need to bring standards-based and differentiated instruction to students everywhere. Learn360 is a division of AIM Education, Inc., which includes Sunburst Visual Media, the leading producer of K-12 health and guidance programs for over 30 years. For more information, or to sign up for a free 30-day trial, visit www.learn360.com.

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