



Contact:
Collin Earnst
Haselton Group
collin_earnst@haseltongroup.com
617-933-9011

STUDENTS ACROSS NEW ENGLAND IMPROVE ESSENTIAL READING SKILLS WITH LEXIA READING

*Thousands of Classrooms in Six New England States Experience Significant Success
with the Program's Differentiated Practice and Instruction*

CONCORD, Mass. — December 15, 2009 — In today's information-based society, strong literacy skills are critical for success. Without strong foundational reading skills, students face long-term consequences for developing self-confidence and motivation to learn, as well as significant hurdles throughout their academic career. As a result, educators are placing ever-increasing demands for higher levels of reading competency.

To meet this challenge, nearly 1,700 schools and learning resource centers across Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont have implemented the [Lexia Reading](#) program. The award-winning software helps students in grades pre-K–12 acquire and improve essential reading skills while providing educators with integrated assessment reporting and real-time snapshot reports that facilitate constant progress monitoring. These data help teachers to hone and target instruction in real time without waiting for the next benchmark exam.

Regarded by the education industry as the technology company having the greatest impact on education, Lexia Learning Systems provides a unique, cost-effective program offering more than 900 activities for reading skills development. Each of the age-appropriate, skill-specific activities conforms to federal guidelines and supports struggling and advanced learners. Students using the Lexia program work independently as the software automatically detects when additional practice is needed. This "branching" technology ensures that students demonstrate mastery of each reading skill before proceeding to the next.

Several Boston-area districts including Belmont, Dedham, Malden, Winchester and Winthrop have either implemented *Lexia Reading* as part of their language arts curriculum or broadly expanded their use of the program for the 2009–2010 academic year. Additionally, school districts in Bridgeport and Hamden, Connecticut, as well as in Southwick-Tolland, Massachusetts, have expanded their use of *Lexia Reading*. Elsewhere in Connecticut, Enfield School District and Simsbury Public Schools recently implemented the program district-wide.

"These districts are among a growing number committed to implementing technology-based learning tools to address students' individual learning needs," said Nick Gaehde, chief executive officer, Lexia Learning. "These progressive schools are following the U. S. Department of Education's roadmap for transforming instruction through the use of innovative solutions that provide rigorous, individualized reading skills practice and instruction."

Educators in Chelsea and Winthrop are thrilled with *Lexia Reading's* approach to reading skills practice. Unaware of the learning and remediation occurring, students receive additional skills practice through the program's engaging and fun core activities without becoming frustrated or disengaged.

Similarly, Malden Public Schools touts *Lexia Reading* as an integral part of reading instruction.

“We’ve seen great success with Lexia, particularly on our key initiatives such as differentiation, small group instruction and Response to Intervention,” said Margaret Adams, director of Balanced Literacy and Title I at Malden Public Schools. “Lexia provides an additional avenue to reach students by reinforcing the lessons or by providing that extra piece of support that helps make it click for the child. The kids are motivated to do well on the program and they are excited as they complete the Lexia activities and see themselves becoming better readers.”

Bridgeport Public Schools initially began using *Lexia Reading* last year to provide effective early intervention and targeted support to at-risk kindergarteners while reducing the number of students retained to repeat the same grade the following year. With 40 percent of the district’s student population speaking a language other than English at home, administrators sought a specific solution to identify skill gaps and effectively provide differentiated instruction and practice.

“Lexia uses cutting-edge technology to provide a research-based approach for supporting students,” said Pamela Rosenberg, recently retired director of psychological services, Bridgeport Public Schools. “It’s not merely ‘play’ on the computer; rather, it provides a unique and engaging opportunity for students to learn. The time-on-task and the academic progress of our most challenged students indicate that Lexia gave them a comfort-zone in which they could thrive. We are so pleased with the results that we have expanded our program to include students in grades 1–3, district-wide.”

Educators in Simsbury Public Schools also found that *Lexia Reading* brought out the best in each student.

“We’ve found that Lexia engages our students in the learning process, provides teachers with critical information to guide the instructional process and gives us a scientifically proven method for helping all students to progress to higher levels of reading achievement,” said Annette Minella, assistive technology director at Simsbury Public Schools. “Lexia is an essential part of reading instruction that can benefit every teacher and every student.”

“The road to becoming a successful reader begins early in a child’s life and continues to expand for many years,” said Gaehde. “To help students excel on this journey of accelerated reading achievement, many educators are turning to the use of software technology that incorporates assessment, instruction, practice, motivation and remediation in real time. This rapid adoption rate throughout New England and nationwide demonstrates that educators are dedicated to helping all students become successful lifelong readers.”

For more information about the *Lexia Reading* program, visit www.lexialearning.com/products.

About Lexia Learning

Lexia Learning Systems, Inc., headquartered in Concord, Massachusetts, is one of the most highly regarded reading software companies in the nation. Established in 1984, the company provides a flexible, Web-enabled technology that is scientifically based and proven to increase reading proficiency in students at all levels of ability, pre-K to adult. Today, Lexia’s programs, including its flagship product, *Lexia Reading*, are used as an essential part of reading instruction in more than 13,000 schools nationwide, and have helped more than one million students learn to read. In 2009, *Lexia Reading* was recognized as one of only 10 programs to have ever been deemed to show effectiveness in two or more Beginning Reading Skills categories by the What Works Clearinghouse. To learn more about Lexia, please visit www.lexialearning.com or call 1-800-435-3942.

###