News Release

Renaissance Learning Acquires Subtext

Combines assessment, instructional reading and independent practice to fully support the goals of Common Core and other state standards

June 28, 2013, Wisconsin Rapids, Wis. — Renaissance Learning, a leading provider of online assessments and data-powered teaching and learning solutions for the classroom, announced today the acquisition of Subtext, the first e-reading platform built specifically to engage today's learners of all reading levels. The integration of Subtext with Renaissance Learning's reading programs will offer educators a complete system for both independent and instructional reading activities to achieve the goals of the Common Core State Standards (CCSS) in the classroom.

Renaissance Learning's Accelerated Reader, the most widely used program for independent reading practice in K12 schools, supported approximately 400 million books read by students within the last year. Over the past two years, Subtext has built the most robust e-reading platform for delivering instructional reading experiences within the evolving digital classroom. Subtext promotes critical thinking and deep engagement by enabling teachers to group students based on their skills, embed enrichment materials and learning prompts into the text itself, leverage instructional templates and share lessons. Together, these two platforms will capture a full view of students' reading experiences across curricula in both print and digital formats.

"By delivering actionable insight into what students know, what they like, and how they learn, Renaissance Learning allows educators to provide precise, timely instruction while driving effective student practice every day," said Jack Lynch, CEO of Renaissance Learning. "The integration with Subtext will help educators implement close reading experiences, emphasize non-fiction books and informational passages, and address CCSS requirements with a myriad of instructional scaffolding options that support struggling, proficient and advanced students as they encounter texts of greater complexity."

With Subtext, teachers can:
- Maximize learner motivation and engagement with embedded supplemental content and both teacher-to-student and peer-to-peer interactions directly in the text;
- More easily manage expanded instructional reading requirements using a blend of print and e-reading content available in the classroom;
- Analyze and act upon student progress data in reading, which helps with differentiated instruction tied to CCSS and other state standards;
- Find, create and share learning prompts, supplemental resources and lessons tied to books, articles and any digital text on an e-reading platform.

Subtext will operate as a distinct product organization within Renaissance Learning, and Subtext CEO Andrew Goldman will continue in his role as general manager of the group. Renaissance will continue to offer a free version of Subtext as well as introduce premium features and new content this fall. An integrated Accelerated Reader and Subtext experience will be available later during the 2013-14 school year.

"We are very pleased with the enthusiastic response to Subtext from educators and we are thrilled to have the opportunity to accelerate our product investment and our positive impact in the classroom by combining our efforts with Renaissance Learning," said Andrew Goldman, CEO of Subtext. "We look forward to partnering with many more educators as they implement strategies that engage and support readers in this environment of raised expectations in English language arts and literacy. As schools navigate the path from print books to digital access, Renaissance Learning and Subtext will offer a comprehensive solution for instructional reading and independent practice for 21st century learners."

About Renaissance Learning
Renaissance Learning is a leading provider of cloud-based assessment, teaching and learning solutions that fit the K12 classroom, raise the level of school performance and accelerate learning for all. By delivering deep insight into what students know, what they like, and how they learn, Renaissance Learning enables educators to deliver highly differentiated and timely instruction while driving personalized student practice in reading, writing and math every day. Renaissance Learning leverages a top selection of researchers, educators, content-area experts, data scientists and technologists within a rigorous development and calibration process to deliver and continuously improve its offerings for subscribers in over one-third of U.S. schools and more than 60 countries around the world.

About Subtext
Subtext is a digital reading service that spans the K12 curriculum and makes it easy for classroom groups to collaborate in the pages of any digital book, article or document. By enabling teachers to embed enrichment materials, assignments and quizzes into the text itself, continuous assessment is more transparent and a new level of individualized instruction is made possible. With the CCSS focus on deeper thinking during reading, Subtext helps foster the critical analysis needed to build more independent readers, thinkers and writers. Subtext is available on the iPad today, and expanded web-based access and an Android version will be coming this fall.