SUNBURST DIGITAL PARTNERS WITH SHOW WHAT YOU KNOW ONLINE®

CHICAGO, Illinois – January 24, 2012:

This week marks the public launch of a new alliance between Sunburst Digital and a new division of the Lorenz Corporation®, Show What You Know (SWYK) Publishing. Sunburst will act as the national sales and marketing partner for SWYK Online®, a brand new web-based diagnostic assessment and prescriptive remediation system for the Common Core State Standards.

SWYK Online® covers 100% of the Common Core State Standards for English, Language Arts and Math, providing educators with the simplest means to measure and improve what students know. Teachers can select assessments by one or more standards to quickly gauge initial comprehension of the topic. The results are automatically scored and with literally one click the teacher can assign suggested remediation lessons tailored to address each student's identified gap. Each lesson contains simple direct instruction slides, printable activities, video content officially licensed from the Khan Academy, adaptive quizzes, and educational games. "We are thrilled to be part of this landmark product launch," remarks Josh Bohls, Sunburst Digital Vice President of Sales and Marketing. "The SWYK Online® solution will be a welcome breath of fresh air for educators and students alike, and will surely be considered a fresh alternative to the wide array of stale remediation systems available today".

SWYK Online® is the first educational system to officially license the immensely popular Khan Academy video library, which has been accessed over 114 million times since launch. For more information, access to sample content, or to request a quote please visit http://swyk.sunburst.com/ today.

ABOUT SHOW WHAT YOU KNOW® PUBLISHING: Show What You Know® Publishing is a partnership operated by the Lorenz Corporation, which also owns and operates Lorenz Educational Press, Milliken Publishing Co, and the Teaching and Learning Co. Founded in 1890, Lorenz has a heritage in music publishing and music instruction with an extraordinary track record of serving customers with innovative instructional programs.

ABOUT SUNBURST DIGITAL: For more than 25 years, the Sunburst team of software developers, instructional designers, sales, service and classroom specialists have been knowledge experts in delivering and connecting educators with innovative digital content solutions that enhance academic achievement outcomes. Sunburst proprietary and 3rd party products like: Type to Learn™; Ignite! Learning®; English Spanish Success: ESS™, Key Skills®; Learn About™; 10th Planet™; Sesame Street Digital™; Knowledge Adventure School™ enhance learning in more than 97% of all US school districts. Sunburst continues an inspired tradition of supporting curriculum and instruction by delivering digital content solutions targeting Common Core, state standards and local priorities that engage learners and integrate seamlessly with existing 21st century technology.

In service of teachers, parents and students everywhere, Sunburst is driven to deliver on the digital promise to education because teaching changes the world.