



For Immediate Release

College Students “Making The Grade” with MyMathLab, MathXL

Report Finds Pearson’s Math Programs Improve Student Achievement, Help Reduce Costs

BOSTON, Sept. 15, 2008: As the fall semester gets into full swing at colleges and universities across America, some students are finding they don’t have the skills needed to succeed at college-level work. The economic costs are staggering—more than \$1.4 billion a year in remedial courses at community colleges alone.

Millions of once-struggling students are achieving success at college-level math with MyMathLab and MathXL, the innovative, online math programs from Pearson. According to a new report—*Making The Grade, Version 3.0*—both programs have a consistently positive impact on learning and often reduce the cost of math instruction in higher education.

“This student-centered approach to learning requires students to put in more time doing mathematics and less time watching mathematics, which is why their learning outcomes are measurably higher,” said Phoebe Rouse, pre-calculus math coordinator at Louisiana State University.

Making The Grade includes 20 data-driven case studies that show how MyMathLab and MathXL have changed the way math is taught and learned at schools across the U.S. Each case was written by faculty or instructors and discusses the student results they have observed over time. Each school analyzed their own data.

According to the report, instructors who required the use of MyMathLab or MathXL experienced higher retention rates, higher pass rates, and/or higher subsequent success rates. These changes are especially meaningful for remedial and prerequisite math courses, and can help ensure that students who previously constituted the largest percentage of drop/fail/withdrawals not only stay in school, but graduate having mastered important concepts.

Schools profiled in the report include the University of Alabama, University of Idaho, Yavapai College, University of Illinois at Chicago, Louisiana State University, Mesa Community College, Lone Star College-Montgomery, Quinsigamond Community College, Florence-Darlington Technical College and many others.

MyMathLab and MathXL are self-paced and teachers can customize the programs to suit their students’ level of knowledge. Students are actively engaged as they use the software to work on math problems. The programs can be used in any environment—lab-based, hybrid, distance learning or traditional. More than 1.5 million students at 1,750 colleges and universities are using MyMathLab or MathXL.

“The way MyMathLab has enabled us to integrate outcomes assessments into our courses and then standardize them across the department—it’s revolutionized our whole program,” said

Maureen Loiacano, Chair of the Mathematics and Education Department at Lone Star College-Montgomery.

For more information about MyMathLab and MathXL, and to view a copy of the report, visit <http://www.mymathlab.com/>.

About Pearson MyLabs – Approximately half of the 4.5 million U.S. college students who use Pearson’s Higher Education online products have also registered for a course on one of our MyLab online homework and assessment programs. The growing MyLab offerings include 38 discipline-specific programs that support hundreds of college textbooks, including math, physics, chemistry, biology, economics, Spanish and reading. The largest program, MyMathLab, provides insight into the central role technology plays in so many of our product offerings. In addition to strong market share in college math, the MyMathLab programs are supported by a strong research base that documents student performance gains and improved retention, as well as institutional productivity metrics. To review the data and read faculty testimonials about the benefits of this innovative digital capability, visit http://www.mymathlab.com/success_report.html.

About Pearson - Pearson (NYSE:PSO), the global leader in education and education technology, reaches and engages today’s digital natives with effective and personalized learning, as well as dedicated professional development for their teachers. This commitment is demonstrated in the company’s investment in innovative print and digital education materials for preK through college, student information systems and learning management systems, teacher professional development, career certification programs, and testing and assessment products that set the standard for the industry. The company's respected brands include Scott Foresman, Prentice Hall, Addison Wesley, Benjamin Cummings, PEMSolutions, Stanford 10, SuccessNet, MyLabs, PowerSchool, SuccessMaker, and many others. Pearson's comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student at every level of education. Pearson’s commitment to education for all is supported by the global philanthropic initiatives of the Pearson Foundation. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information, go to www.pearson.com.

Contact:

Susan Aspey

Susan.aspey@pearson.com

(724) 222-0531 or (347) 421-2473