

Pearson to Acquire PowerSchool

Pearson & Apple Expand Education Relationship

LONDON—May 25, 2006—Apple® and Pearson today announced an expansion of their relationship to enhance teaching and learning through technology. Pearson will acquire PowerSchool, Apple’s award-winning student information systems (SIS) division, and develop educational content for teachers and students compatible with iPod®.

“Apple’s commitment to education has never been stronger, which is why we’re excited to broaden our relationship with Pearson,” said John Couch, Apple’s vice president of Education. “Our customers will love having Pearson’s education content on their iPods, and we’re confident that PowerSchool will continue to flourish and grow with Pearson.”

Steven Dowling, president of Pearson’s School companies, said, “Pearson’s commitment is to improve student performance. Student information and achievement results are essential to teachers and families in knowing how a student is doing and helping her make gains. The acquisition of PowerSchool, an easy-to-use application for sharing information, and the alliance with Apple to deliver content compatible with iPod, progresses Pearson’s goal to improve student performance.”

PowerSchool’s web-based solutions provide K–12 administrators, teachers, students and parents with secure, up-to-the-minute information on student performance including grades, homework and attendance. They complement Pearson’s existing enterprise and SIS business, which brings assessment, reporting and business solutions to over 16,000 schools, helping them to fulfill the accountability requirements set by No Child Left Behind. The integrated services will bear the respected PowerSchool name and will be located in Folsom, California and Mesa, Arizona. PowerSchool’s president, Mary McCaffrey, will head the combined business.

Pearson will also develop new services for educators and students, including research-based educational content compatible with iPod, the world’s most popular digital music player. Teachers will have access to podcasts on professional development to help with lesson preparation and provide innovative ways to reach students struggling with specific content. Students will be able to load their iPods with study guides that are aligned with Pearson texts and listen to review notes to prepare for exams.

Earlier this school year, Apple and Pearson collaborated to bring digital versions of Pearson textbooks and workbooks to California schools using the affordable Mac® mini.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online music store.

Educating 100 million people worldwide, Pearson Education is the global leader in educational publishing, providing scientifically research-based print and digital programs to help students of all ages learn at their own pace, in their own way. Virtually all students and teachers in America learn from a Pearson program at some point in their educational career. In the US, nearly 25,000 schools use Pearson technology to help instruct K-12 students and manage how they are doing.

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