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Pearson Acquires The Administrative Assistants Ltd.

Pearson's student information systems will serve over 15 million students worldwide

RANCHO CORDOVA, Calif. - November 16, 2010 - Pearson, the world's leading learning company, today announced the acquisition of The Administrative Assistants Ltd. (aal), provider of eSIS[®] student information system (SIS) in the K-12 school market worldwide.

As the provider of [PowerSchool[®]](#) and [Chancery SMS[®]](#), Pearson's SIS applications support approximately 11 million students. The acquisition of aal extends Pearson's current SIS market reach and leadership to over 15 million students. Furthermore, aal's new eSIS^{®JX} product will provide increased international market opportunity for Pearson's K-12 technology platform.

In addition to the SIS business, Pearson provides solutions for K-12 school districts connecting student information, assessment, reporting, and content management. The alignment of these solutions helps schools, districts, and departments of education begin to realize the potential of personalizing learning through data-informed instruction for all students. aal customers will benefit from the depth and breadth of Pearson offerings and interoperability among Pearson solutions.

Pearson will continue to manage the SIS business through the [School Systems](#) group, operating under the leadership of Paul Fletcher. "Student information is central to our goal of helping schools drive student achievement through personalized learning. The acquisition of aal provides us with more opportunity to help each administrator, teacher and student reach his or her full potential," states Fletcher, President of School Systems. "While every period of change brings challenge, our team looks forward to working with each eSIS customer to understand their unique needs and how the Pearson solutions can help them reach their student achievement objectives."

"We look forward to bringing the staff from aal into Pearson. Transitioning from competitor to team member will allow information exchange that will benefit the employees, Pearson, and, ultimately, the customers," states Brian Currie, President and CEO of aal.

In conjunction with the acquisition, Pearson is also announcing a new program, "eSIS Customer Advantage." This program will ensure ongoing support for eSIS customers and provide opportunities to take advantage of the broader Pearson technology platform. "eSIS Customer Advantage" entitles current eSIS customers to free licenses and services to implement a Pearson flagship student information system over a multi-year period. Details regarding the program are being communicated to eSIS customers directly.

For more information on School Systems, visit: <http://www.pearsonschoolsystems.com>

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About Pearson

Pearson (NYSE:PSO), the global leader in education services, education technology and school solutions, provides 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. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information, go to www.pearsoned.com.

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