

## Press Release

28 April 2011

### **POWERTEACHER EARNS FINALIST HONORS IN 2011 SOFTWARE & INFORMATION INDUSTRY ASSOCIATION CODiE AWARDS**

#### ***Web-Based Grade Book Recognized in Best Classroom Management System Category***

**RANCHO CORDOVA, Calif. - April 28, 2011** - [PowerTeacher](#) is a finalist in the prestigious 2011 Software & Information Industry Association (SIIA) CODiE Awards. Pearson's revolutionary, web-based grade book is honored in the Best Classroom Management System category.

Established in 1986, the CODiE Awards celebrate outstanding achievement across the software, digital information and education technology industries. Nominated products undergo an intensive review by subject matter experts, analysts, journalists and other respected authorities in education technology.

Since its launch in 2007, hundreds of thousands of teachers have made the switch to PowerTeacher, making it one of the fastest growing educational software products available today. PowerTeacher is an early example of a new category of software called the "Rich Internet Application" (RIA). RIAs are web applications that have the features and functions of traditional desktop applications, but run from a web browser and do not require software installation. This provides teachers with a more traditional gradebook experience, but with the convenience of web-based technology. PowerTeacher presents teachers with a clean design that layers advanced features beneath the surface. This makes PowerTeacher easier to learn and use than the average gradebook and maximizes end-user adoption. To watch a video about PowerTeacher, click [here](#).

"Every day, millions of teachers around the country quickly and easily monitor student progress with PowerTeacher," said Paul Fletcher, president of the School Systems group of Pearson. "We are honored to have our colleagues at SIIA recognize the powerful ways our web-based tool can improve teaching and learning with recognition in this year's CODiE Awards program."

For the second consecutive year, [Pearson](#) tops the list of companies with products named as CODiE finalists, with 15 innovative ed-tech and information management products earning recognition. All were developed based on the company's commitment to leveraging the power of technology and innovation to prepare today's students for success in college and careers. Pearson products earning finalist honors span the spectrum of today's breakthrough education and business technology products, such as mobile learning apps, educational games,

(more)

technology-driven professional development and robust systems for managing information and data. Pearson's programs are focused on college- and career-readiness and preparing students to meet the Common Core State Standards.

In addition to PowerTeacher, the company's products moving on to the next round of competition in this year's CODiE Awards are Briggs/Cochran *Calculus*; *enVisionMATH: Understanding Fractions*; EQUELLA; Grammar Jammers Primary Edition; Hospitality and Tourism Interactive; [MyLiteratureLab](#); MyMathLab Algebra I and II; [MyMathTest](#); [MyReadingLab](#); myWorld Geography; PowerSchool; SuccessMaker; SuccessMaker Collaborate; and Words Their Way Online Workshop.

In the next step of the CODiE Awards process, PowerTeacher will be voted on by the entire SIIA membership, who determines the winner in each category. The CODiE Awards will be announced at the 2011 Ed Tech Industry Summit in San Francisco on May 23.

**About Pearson**

Pearson, the world's leading learning company, has global reach and market leading businesses in education, business and consumer publishing (NYSE: PSO).

**For more information, press only:**

Lisa Wolfe, L. Wolfe Communications, 773-227-1049, [lwolfe@lwolfe.com](mailto:lwolfe@lwolfe.com)

###