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**Wireless Generation CEO and Co-Founder Larry Berger Named
One of EdNET's Best "Leaders to Watch" for 2011**

Berger recognized among the top five professionals in the education business community

Brooklyn, NY (June 8, 2011) – Wireless Generation CEO and Co-Founder Larry Berger has been voted one of the top five "Leaders to Watch" in [EdNET's Best for 2011](#), a new recognition program developed by MDR, with the support of Educational Systemics, to recognize leaders and innovators in the education marketplace. "Leaders to Watch" is one of three categories in the program, and it recognizes business professionals making a significant impact in the education industry as selected by the EdNET community at large and [the EdNET's Best panelists](#).

Mr. Berger was selected from a large pool of education industry business leaders to win a coveted spot on the EdNET's Best list.

"As a 2011 'Leaders to Watch' honoree, Larry Berger is believed to be making a significant impact in the education industry by the EdNET's Best panel and your peers in the EdNET community," said Dr. Nelson Heller, President of EdNET, MDR. "Being named among the EdNET's Best top five puts you on the shortlist of exemplary business leaders in education, and we congratulate those who made the list."

"I am honored to be included in this accomplished group of business leaders," said Mr. Berger. "I want to thank EdNET and the entire community, not just for this wonderful recognition, but for their strong commitment to innovation and excellence in education."

As CEO of Wireless Generation, Mr. Berger has led the inventions of groundbreaking tools, systems, and services that have transformed how educational data is used in schools and dramatically increased its value to the instructional process. Through the use of solutions such as Wireless Generation's mCLASS® assessment platform, professional services focused on expanding schools' capacity to use data effectively, Burst®:Reading personalized curriculum, New York City's ARIS data system and School of One, educators now have rich information about student learning at their fingertips, and the expanded capacity to provide effective, individualized instruction.

MDR, with support from Educational Systemics, created the EdNET's Best program to recognize leaders and innovations in today's education marketplace in three categories: "Shining Stars," "Leaders to Watch," and "Teachers Select." The recipients on the 2011 EdNET's Best list will be officially honored at a recognition ceremony held at the 2011 EdNET Conference, September 25-27, in Denver, Colorado.

About Wireless Generation

Wireless Generation creates innovative tools, systems and services that help educators teach with excellence. With its solutions, educators can easily apply research-based, proven practices such as frequent progress monitoring and needs diagnosis, data-informed decision-making, personalized instruction, and professional collaborations across classrooms, grades, and schools. The company has helped educators address and solve some of the most pressing challenges in teaching and learning. Wireless Generation currently serves more than 200,000 educators and three million students. More information is available at www.WirelessGeneration.com.

About EdNET

EdNET, the education business network, brings recognized industry experts, education business executives, and school leaders together to share insight, explore trends, find opportunities, and build partnerships. The EdNET offerings include EdNET Insight, the decision support service; the EdNET Conference, the “must-attend” education event for leaders in the education market; and the *EdNET News Alert*, the free weekly e-newsletter, all owned and operated by MDR.

About MDR

For more than 40 years, MDR has been the market’s first choice for marketing information and services for the K-12, higher education, library, early childhood, and related education markets. Powered by the most complete, current, and accurate education databases available in the industry, MDR provides email contacts and deployment, direct mail lists, sales contact and lead solutions, along with social media marketing services and the EdNET community. For more information, call 800.333.8802 or visit <http://www.schooldata.com>.

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