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**Florida Officially Adopts FreeReading.net,
Free, Open Source Elementary Reading Program**

**First Open Source Instructional Program Approved
Through a State Adoption Process**

An Option to Traditional, Highly Priced Textbooks

Brooklyn, NY (January 23, 2008) Wireless Generation today announced that www.FreeReading.net, a free, open source reading program, has been officially adopted by the state of Florida. The adoption places FreeReading.net on a short list of K-3 supplemental reading programs that Florida schools may use state instructional money to purchase for the 2008-2009 school year. FreeReading.net is the first open source instructional program to be approved through an official state adoption. The Florida decision, along with educators' strong positive response to the program, indicates that school systems will consider alternatives to the traditional printed textbook.

"K-12 education has long been wedded to the traditional model of educational publishing, in which textbooks are updated and reprinted every 5 to 7 years, and schools pay as much as \$150 for a single book. Florida's decision is a significant tipping point, validating the notion that educators will consider high quality open source instructional programs as a viable option to support classroom instruction," said Larry Berger, CEO and Co-Founder of Wireless Generation.

Open source coupled with a Web 2.0 platform offers distinct advantages over the traditional publishing model. Instructional material can be regularly updated to reflect the collective wisdom of teachers and researchers. In addition, open source instructional programs can be produced and distributed inexpensively, significantly reducing or, in the case of FreeReading.net, completely eliminating the prices that schools pay for such programs. Because FreeReading.net is available at no charge, Florida districts can invest more of their textbook funding in instructional tools and materials that support effective teaching.

At www.FreeReading.net, educators everywhere can access a free, sequential, research-based reading intervention program for grades K-1. Open source and Web 2.0 technology enables educators to adapt FreeReading.net content to their needs, contribute their own lessons as supplements to the research-based 40-week scope and sequence, and participate in discussions about early literacy. A FreeReading Advisory Board of leading reading researchers has reviewed the FreeReading program and is guiding the expansion of the content, as well as the creation of a strict quality review process for contributions. Because FreeReading.net is already available and doesn't require that textbooks be printed, some Florida schools are considering the program for use this spring.

Wireless Generation helps PreK-12 educators deliver effective differentiated instruction with offerings including its award-winning mCLASS® handheld computer-based formative assessments and Web-based reporting, data analysis and instructional planning tools, and professional development. The company's success in adapting new and emerging technology for use in the classroom, combined with an interest in how the availability of a free, open source instructional program might affect schools' purchasing decisions, led to the development of the FreeReading.net instructional program.

“Schools’ instructional budgets are primarily earmarked for textbooks and materials – nationally, approximately 7 to 8 billion dollars per year.* Educators tell us often of how they struggle to find the money to purchase other products that improve teaching and learning, such as assessment tools and professional development services like those we provide,” said Berger.

“FreeReading.net is a step toward changing the status quo and giving schools the money and flexibility to reprioritize their spending.”

About Wireless Generation

Wireless Generation makes effective differentiated instruction possible for PreK-12 educators with its mCLASS® system, which includes handheld computer-based formative assessments; Web-based reporting, data analysis and instructional planning tools; and in-person professional development. The company's commitment to listening to educators and gaining a deep understanding of their challenges has led to the development of innovative offerings that help improve student achievement in reading and math. Currently, approximately 150,000 teachers in nationwide and overseas use mCLASS and the company's professional services to collect, analyze, and act on data in support of 2 million students' reading and math learning. More information is available on the Web at www.wirelessgeneration.com.

* Source: EMR, 2005E. Excludes Technology Spending.

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