

FOR IMMEDIATE RELEASE

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**Wireless Generation Acquires The Writers' Express (WEX),  
Developer and Provider of Grades 3-12 Writing Program**

**Proven WEX Curriculum and Teaching Methods Turn Students into Avid, Effective Writers**

Brooklyn, NY (October 19, 2009) Wireless Generation, a leading provider of tools, systems, and services that help teachers to teach smarter, announced that it has acquired The Writers' Express (WEX), a creator of writing curriculum and professional development for grades 3-12. Based on 15 years of research, the WEX curriculum and teaching methods have helped thousands of students to become motivated and effective writers.

Like many of the best instructional programs, WEX emerged from the classroom. WEX was founded in 1994 by Deborah Reck and Arthur Unobskey, two public school history teachers whose students were struggling because they could not read or write well. After extensive research, Unobskey and Reck still couldn't find any sure answers to such simple questions as "How do you start teaching kids to write?", "Which skill should come next?", and "How can you tell that your students have truly mastered the skills that matter?"

Setting out to answer those questions empirically, Reck and Unobskey started a summer writing camp for inner city students. The camp served as a workshop where Reck, Unobskey and their staff could try a range of instructional techniques and closely track students' daily progress, homing in on what really worked and discarding anything that didn't. Through ongoing work in their camps and with schools, they developed sequential, systematic curriculum and methods that improve both teaching and learning. Students in the WEX program quickly build skills and acquire a passion for self-expression through writing. Teachers expand their capacity to develop their students as writers and critical thinkers.

The WEX program has documented success in producing sustained skills improvement. WEX students have shown dramatic gains on standardized measures. After using WEX for just four months, the Springfield, MA Public Schools' percentage of grade 3-5 students scoring at grade level jumped from 29% to 76%. Before starting the WEX program, 85% of 8<sup>th</sup> grade students in New York City's South Bronx Prep were not proficient on the New York State English Language Arts Exam. Three years later, 93% of students in that same cohort, now 11<sup>th</sup> graders, passed the New York State Regents exam in English. Other schools have achieved similar strong, lasting results with WEX. The U.S. Department of Education's Institute of Education Sciences recently awarded \$2.2 million to the Education Development Center, a leading research organization, to evaluate the effectiveness of the WEX grades 3-12 curriculum and methods. Preliminary results of the study are expected in summer of 2011.

"Wireless Generation has steadily expanded to work with educators and students in more grades and subjects, particularly in critical areas like writing that have needed a renewed focus. With WEX, we gain nationally recognized expertise in writing instruction and a best-in-class program that complement and enhance our ability to address English Language Arts," said Larry Berger, Wireless Generation's CEO and Co-Founder. "As common academic standards emerge, we anticipate a corresponding imperative for writing skills to be explicitly addressed in instruction and assessment."

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“Wireless Generation and WEX are well-aligned. Both organizations are thinking creatively about instructional challenges, and finding better ways to help teachers overcome them,” said Deborah Reck, CEO of WEX. “Wireless Generation has also proven its ability to bring innovation to scale in K-12 education, and offers WEX an exciting opportunity to reach many more educators and students.”

Ms. Reck will continue as WEX’s Chief Executive Officer, and the organization will remain headquartered in Cambridge, MA. Wireless Generation has acquired WEX’s assets and trademarks from a Massachusetts non-profit entity formerly known as The Writers’ Express. The non-profit has changed its name to Summer Ink, and has a license to use the WEX program in its summer camps. Summer Ink is unaffiliated with Wireless Generation.

More information about WEX is available at [www.WEX.org](http://www.WEX.org).

### About Wireless Generation

Wireless Generation creates innovative tools, systems, and services that help educators teach smarter. With its mobile assessment software, the company invented a better way to give classroom assessments and make data-based instructional decisions. Wireless Generation has broken new ground with technology that analyzes student data and provides curriculum customized to individual learning needs. Wireless Generation also builds large-scale data systems, such as New York City’s ARIS, that centralize student data and give educators and parents unprecedented visibility into learning. A Web 2.0 collaboration and knowledge network for educators propagates proven approaches across schools. Wireless Generation currently serves more than 200,000 educators and 3 million students. More information is available at [www.WirelessGeneration.com](http://www.WirelessGeneration.com).

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