



The Grow Network

THE GROW NETWORK/MCGRAW-HILL'S ANALYTICAL SYSTEM RECEIVES PATENT NOTICE OF ALLOWANCE

Proprietary Approach Enables Effective Differentiated Instruction

New York, NY – November 6, 2008 – The Grow Network/McGraw-Hill (Grow) announced today that it has received a Notice of Allowance from the United States Patent and Trademark Office for a series of patent claims that include Grow's proprietary system for analyzing student assessment data. This analytical system provides educators, parents, and students with understandable and comparable topic-level scores, thus illuminating each student's academic strengths and needs and transforming assessments into effective tools for teaching and learning.

Grow has implemented this analytical system in many large educational programs, including statewide implementations in Texas, Arizona, and Pennsylvania, and district-wide implementations in New York City and Chicago. Educators have used the resulting information, along with Grow's personalized instructional resources, to understand students' specific strengths and needs, prioritize and differentiate instruction, and create individual learning paths for each student. Over the past seven years, millions of students, along with their teachers and parents, have benefited from this analytical system, which Grow has successfully applied in multiple assessment programs.

Earlier this year, Grow launched the *MyGuide*™ Personal Learning Program, which leverages this analytical system along with proprietary content management technology and dynamic publishing tools to create individualized, standards-based content that is targeted to provide the precise instructional support each student needs in reading and math.

"Our resources help teachers focus on individual student's strengths and learning needs in the classroom, and provide vital information that enables each student to thrive and succeed in this 21st Century learning environment," said Mark Malaspina, president of The Grow Network. "Our program continues McGraw-Hill Education's strong tradition of educational innovation, focused on helping teachers teach, students learn, and parents engage."

About The Grow Network/McGraw-Hill

Established in March 2000, The Grow Network/McGraw-Hill has become a nationally recognized leader in individualized instruction and educational assessment reporting. The Grow Network's innovative, patent-pending system offers dynamic reports and differentiated learning tools, online and in print, for families, teachers, and educational leaders. The Grow Network is part of the Assessment and Reporting group of McGraw-Hill Education, a division of The McGraw-Hill Companies (NYSE: MHP). McGraw-Hill Education is a leading global provider of print and digital instructional, assessment and reference solutions that empower professionals and students of all ages. McGraw-Hill Education has offices in 33 countries and publishes in more than 60 languages. Additional information is available at <http://info.grow.net/>.

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