

eSCORE.com Announces Relationships With Leading Suppliers of Educational Products

New Web Resource Will Feature Largest Online Catalog of Children's Educational Products and Services for Parents

New York, NY - November 10, 1999 -- eSCORE.com announced today it has agreed to form business relationships with three leading suppliers of educational books, videos and other learning products for children: Imagine the Challenge, Educator's Resource, and Baker & Taylor. These agreements, in conjunction with eSCORE.com's database of over 300 assessment tests, have secured eSCORE.com's position as the place for parents to go online to find the best learning tools for their children. Parents will now be able to purchase educational products designed to help children realize their full potential from the most comprehensive online inventory of children's educational products anywhere, including over 25,000 book titles, 5,000 music titles, 5,000 video titles, 7,000 toy products and over 1,000 educational software products.

eSCORE.com, the soon-to-be launched e-commerce site of SCORE! Educational Centers, is the only online site that allows parents to evaluate their child's educational and development needs based on a unique combination of results from standardized assessment tests and direct parental input. Parents can also turn to eSCORE.com for local educational event listings, child development workshops, and consultations with education specialists. Based on the philosophy that every child can develop a love of learning and succeed educationally through a system that identifies and relates to their skills and interests, eSCORE.com allows parents the ease of analyzing their children's development needs and creating a customized learning plan from home. eSCORE.com's assessment tests evaluate children aged birth to fourteen in a variety of areas, including logic and numbers, visual and spatial, movement, social and emotional, academic skills for grades 2 through 8, and preparation for state proficiency assessments tests.

"We are extremely pleased to announce our association with these best-in-class strategic partners," said Andrew Kaplan, president of eSCORE.com. "eSCORE.com will now have the greatest collection of educational books, videos, music, toys and other learning products for children available anywhere. We know that all parents want to play an active role in their child's development, and we're pleased to provide the most comprehensive resource for parents of assessment tests and developmental products. These partnerships will give parents the ability to create customized learning programs for their children," added Mr. Kaplan.

The agreements with Imagine the Challenge, Educator's Resource and Baker & Taylor will allow parents to purchase immediately online the recommended tools designed to match their children's learning needs based on the personalized assessment. "Our e-commerce store has enabled us to provide an educational product offering for parents unmatched by any bricks and mortar educational store," said Jim Smekal, VP of Merchandising for eSCORE.com. "We have a selection of smart toys and learning products that suit the niche learning needs of all parents and children. Space restraints in traditional stores would prohibit the huge inventory of products we have selected," he added.

eSCORE.com, a provider of customized online educational resources and services for parents of kids ages birth to 14, is a subsidiary of Score Learning Corporation. The site's extensive resources, designed to help parents get involved with their children's education, range from learning activities and curriculum to information about local educational events, child development workshops, and consultations with education specialists.

eSCORE.com (www.escore.com) creates a deep, evolving profile for an individual child based on his or her age, interests, skills and performance on assessments, including many aligned to state standards. Score Learning Corporation's other subsidiaries are SCORE! Educational Centers, after-school learning centers for kids in grades K-9; and, SCORE! Prep, serving high school students with one-on-one, in-home tutoring for standardized tests and academic subjects. eSCORE.com's content partners include Harvard Project Zero and the Brazelton Institute.

Baker & Taylor, Inc., eSCORE.com's drop-ship vendor for books, calendars, videos and compact discs for parents and children, is a global information and entertainment services company that offers books, videos, music and services to libraries, educational institutions and traditional and Internet retailers. Baker & Taylor is based in Charlotte, N.C.

Educators Resource is eSCORE.com's drop-shipping partner for over 7,000 toys, games, puzzles, educational software, books, music, videos, arts and crafts supplies and other parent, teacher and child learning materials. Educator's Resource has a leading position in the school supply system, helping eSCORE.com bring the best of teacher and student approved products into the home market.

Imagine The Challenge (www.imaginetoy.com) will supply eSCORE.com with over 1,000 learning toys, games, puzzles and other "learn and play" products. They are a leading mail order and internet specialty toy company (imaginetoy.com) which carefully selects its items based on their ability to stimulate a child's imagination while challenging them to learn. In fact, these age appropriate, expert approved items are some of the best, most advantageous educational toys available anywhere.

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