

Kaplan K12 Learning Services Launches FCAT Advantage: Grade 3 Reading

Supplemental Instructional Program Designed to Boost Performance on Florida's Promotional Third Grade Reading Exam

New York, NY, November 10, 2003 - Kaplan K12 Learning Services, a leading provider of standards-based educational services for schools, today announced it has launched its FCAT Advantage: Grade 3 Reading supplemental instructional program to help students succeed on the 2004 Florida Comprehensive Assessment Test (FCAT) Grade 3 Reading Test. Passage of the FCAT is required in order for a student to be promoted to the next grade.

Kaplan's program consists of a highly interactive curriculum for third grade Florida teachers to use with their students that reinforces the content knowledge and skills necessary to excel on the FCAT. Kaplan has helped thousands of students excel on exit-level tests through similar Advantage programs at other levels in Florida, and in California, Massachusetts, Texas, New Jersey and New York.

"With the introduction of third grade FCAT grade promotion requirements, schools are under tremendous pressure to help their students succeed on these challenging exams," said Stuart Udell, President, Kaplan K12 Learning Services. "Kaplan's FCAT Advantage program synthesizes our 65-year history of helping students excel on standardized tests with dynamic, engaging curriculum to meet the specific needs of Florida educators and students."

Each FCAT Advantage program includes one abbreviated and one full-length practice test, as well as twelve concise instructional units aligned to state standards. Thorough instructional materials guide teachers through program delivery and include detailed presentation notes, recommendations for working with Limited English Proficiency students and suggestions for reinforcing the skills covered in each unit. To further help teachers implement the program, schools may purchase professional development and support services delivered by the Kaplan K12 Professional Services Team.

About Kaplan K12 Learning Services

Kaplan K12 Learning Services (www.KaplanK12.com), part of the Kaplan Test Prep division of Kaplan, Inc., partners with schools to provide educational programs that help students meet standards, improve their critical thinking skills and boost performance on state assessments in grades K-12. The fast-growing company supports more than 100,000 students across 550 school districts nationwide to provide programs from in-house professional development seminars to online tools for students and teachers. Kaplan K12 programs, based on research-based educational principles, give students the confidence and tools they need to succeed on state assessments, pass promotional exams and pursue higher education. Kaplan, Inc. is a wholly-owned subsidiary of the Washington Post Company (NYSE: WPO).

Press Contacts:

Melissa Mack
212-707-5287
melissa_mack@kaplan.com