



IMMEDIATE RELEASE

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SPoonER AREA SCHOOL DISTRICT PARTNERS WITH KAPLAN VIRTUAL EDUCATION TO OFFER ONLINE OPTIONS FOR LOCAL STUDENTS

Hollywood, FL, September, 17, 2009 — Kaplan Virtual Education and the Spooner Area School District today announced that they have partnered to launch part- and full-time online school options for students throughout the Spooner Area School District this fall. This virtual public school option will provide middle and high school students with a variety of online courses that feature individualized instruction and an engaging curriculum.

“This partnership brings a wider assortment of educational options to the students of Spooner,” said Charles Thornburgh, president of Kaplan Virtual Education. “The growth of online education across the country is being fueled by parents’ and students’ desire for quality alternatives to the traditional brick and mortar learning environment, and we’re working with the district to provide choices for Wisconsin families.”

The courses, taught by certified teachers, will be embedded with audio, video and other innovative teaching tools. They will be designed to cater to different skill levels, facilitate learning and keep students motivated. Teachers will use virtual white boards—the equivalent of a real-time online blackboard—to demonstrate course work. The teachers, who are available to speak with students via instant message, email and telephone, will provide students with one-on-one attention to engage them in their coursework and provide a robust educational experience. Graduating students will receive a diploma from the Spooner Area School District.

“This partnership allows the district to offer a personalized learning approach to our students, providing them with more full service options that better suit their needs,” said Dr. Donald Haack, superintendent of Spooner. “We believe this online program is ideal for students who aren’t thriving in the traditional learning environment, as well as those who are homeschooled and we encourage parents to explore our offerings.”

The online learning program is open to all qualified Spooner middle and high school students. Students who enroll in the online school still have the opportunity to participate in Spooner’s extra-curricular activities. Enrollment is open on a continuous basis and laptops will be provided to active students who do not have access to a computer. To learn more, visit www.spooner.k12.wi.us. Student eligibility requirements in Wisconsin are determined by the state and in some cases, by students’ respective school districts. Before enrolling in a partnership program, parents and students should carefully review eligibility requirements. The enrollment process of the individual school districts must be completed prior to participating/enrolling in a KVE/online program.

A recent report on online education, conducted by SRI International for the Department of Education, concluded that “on average, students in online learning conditions performed better than those receiving face-to-face instruction.” By offering a virtual learning option to students, the Spooner Area School District is at the forefront of a growing trend in education. The Hoover Institute predicts that by 2019 half of courses in grades 9 to 12 will be delivered online.

About Spooner Area School District

The School District of Spooner is located in Washburn and Burnett Counties in northwest Wisconsin. The District is comprised of the City of Spooner and all or part of 20 townships in the greater Spooner area. The

District's approximately 550 square miles make it one of Wisconsin's largest school districts in terms of geographical area.

The District services students at three schools located in the City of Spooner. Spooner Elementary School (SES) serves K-4 students, Spooner Middle School (SMS) serves fifth through eighth grade students and Spooner High School (SHS) serves the District's ninth through 12th grade population. The District also provides early childhood special education services at various facilities in the community and provides the majority of the financial support for the Washburn County Alternative School located in nearby Shell Lake.

About Kaplan Virtual Education

Kaplan Virtual Education (KVE), a leading provider of online sixth through 12th grade education, offers flexible, individualized and high-quality curriculum and instruction to promote student success. KVE operates public and private schools that provide a wide variety of accredited learning options for middle and high school students, schools and school districts. KVE currently offers public school options in the following states: Florida, California, Washington, Oregon, Colorado, Kansas, Arizona and Idaho. KVE private schools, which are available to students across the nation, include Kaplan College Preparatory School, Kaplan High School and Kaplan University High School. KVE is accredited by AdvancED. For more information, visit www.kaplanonlineschools.com.

Kaplan Virtual Education is part of Kaplan Higher Education, which serves more than 100,000 students online and through more than 70 campus-based schools across the U.S. and abroad. Kaplan Higher Education also has online programs through Kaplan University. Kaplan Higher Education schools offer a spectrum of academic opportunities, from high school diplomas to graduate and professional degrees, including a juris doctor degree. Kaplan Higher Education is part of Kaplan, Inc., a subsidiary of The Washington Post Company (NYSE: WPO). For more information, visit www.portal.kaplan.edu.

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