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Curriculum Associates Celebrates 40 Years of Providing Quality Supplemental Materials to Educators Nationwide

Massachusetts company remains vital employer in the greater Boston area

NORTH BILLERICA, Mass., November 4, 2009 – Curriculum Associates, a leading publisher of research-based supplemental curriculum materials and tools for today’s diverse classrooms, marks its 40th anniversary of creating and supplying leading reading, math, and assessment tools for schools. Long known for its BRIGANCE special education screens and its student reading and math workbooks, the company has expanded its line to include software and web-based diagnostic assessments that provide teachers with immediate results to help differentiate instruction for every student.

Curriculum Associates has been an independently owned and operated company since its founding in November 1969. Last year, owner Frank Ferguson appointed education visionary Robert L. Waldron to the position of President and CEO. Under his leadership, the company has expanded its focus on state-aligned custom publishing to address the challenges being faced by educators in multiple states. Ferguson, who is now in his 80s, said, “Rob has been an excellent person to join me in leading the company. His vision for the company’s future has impressed me and it will allow the company to maintain its strong leadership in supplemental publishing. With Rob at the helm, I anticipate Curriculum Associates being a strong employer in the area for the next 40 years.”

In this challenging economy, many education companies are finding it difficult to invest in education; however, Curriculum Associates has not only increased its corporate workforce by 25% since October 2008 but has also channeled its investments toward product development, research, and customer service. With a focus on state specificity, Curriculum Associates has

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since created four new state-specific products in its new Ready lines, while keeping focus on revisions to state standards and alignments in their popular state-specific Practice and Mastery lines. The company also formed a partnership with Let's Go Learn and is the exclusive distributor of DORA- Diagnostic Online Reading Assessment and DOMA- Diagnostic Online Math Assessment, and most recently became the exclusive U.S. distributor for Cavallo Books, which includes the Letter Buddies and Zoozoo product lines for early literacy. Curriculum Associates has also launched its new website, www.CurriculumAssociates.com. The new site boasts a revamped, modern appearance and improved navigation to provide an enhanced and state-customized customer experience. "With the new wave of state-specific products launching, we wanted to create a truly customized platform where customers could easily search and find products that correlate to their state standards," said Rob Waldron. "The redesign of the website will allow customers to easily navigate through our entire collection of products and offerings to find just what they need."

"The 40th anniversary signifies the continued efforts of Curriculum Associates and its employees to make a real difference in the lives of students and educators," said Waldron. "As we move forward, our goal as a company is to place emphasis on custom publishing and to provide the most affordable educational materials. All of our products help define and target specific areas of instruction where students need additional support."

Some of the company's most popular products include the comprehensive family of BRIGANCE[®] Screens and Inventories, TEST READY[®], FOCUS, SPOTLIGHT, CARS[®], STARS[®], Passageways[®], and QUICK-WORD[®]. For complete information about Curriculum Associates and their offerings, please visit CurriculumAssociates.com.

About Curriculum Associates

Founded in 1969, privately-owned Curriculum Associates, Inc. is dedicated to designing research-based instructional materials, screens and assessments, and data management tools. The company's products and outstanding customer service provide teachers and administrators with the resources necessary for teaching a diverse student population and fostering learning for all students. For company and product information visit Curriculum Associates on the Web at <http://www.cainc.com> or call 1-800-225-0248.

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