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**Pearson NCS and eInstruction Collaborate on
Handheld Classroom Assessment Tool**

BLOOMINGTON, Minn., May 3, 2004 -- Pearson NCS and eInstruction Corporation announced a collaboration that brings handheld assessment tools to classrooms across the country. Pearson NCS will distribute eInstruction's Classroom Performance System (CPS) to provide K-12 instructors immediate electronic feedback on student comprehension in the classroom.

CPS is a handheld device that enables students to respond electronically to questions or quizzes provided by teachers. Test item content is developed either by the classroom teacher or by utilizing the integrated item banks provided by textbook publishers loaded onto the CPS. Assessment items can be presented to the classroom via overhead projector, wireless chalkboard, or printed tests or worksheets. Each lesson developed can be aligned to state or district standards and generate reports to track students on a variety of measures. The system allows educators to view student feedback in real-time to inform instruction and monitor student progress. Instruction may then be modified based upon the individual or group response.

Pearson NCS offers a wide variety of data collection hardware, software, scannable forms and outsourcing services for student records management, surveys, enrollments and test scoring. The company's products are targeted at the classroom and building level to provide information to school and district stakeholders on student progress, helping improve instruction and close the achievement gap. Pearson NCS OpScan[®] optical mark read (OMR) scanners and utility software are integrated with CPS to provide the flexibility of utilizing both paper and pencil OMR as well as wireless response devices for student evaluations.

"We are pleased to work with eInstruction in bringing more tools to the classroom for educators," said John Harnett, President, Pearson NCS. "By aligning our hardware and software with this immediate classroom response system, instructors are now able to get quick feedback from each student to monitor progress."

“Pearson NCS has a proven track record of bringing quality data collection solutions to the K-12 education market,” said Dr. Darrel Ward, President of eInstruction Corporation. “Now we can provide more options to schools at an affordable cost, while improving the instructional process and flow of performance results to students.”

About eInstruction

eInstruction, the global leader in interactive response systems, is headquartered in Denton, Texas with products in all 50 states and several foreign countries. Dr. Darrell L. Ward, a long-time researcher and teacher, founded eInstruction in 1981. He recognized a significant need in educational institutions for innovative technology-based products.

About Pearson NCS

Pearson NCS offers a wide variety of data collection hardware, software, scannable forms and outsourcing services for business, healthcare, government and education. Pearson NCS is a business of Pearson Education, the world's largest education company, which in turn is part of Pearson, the international media company. Pearson's other primary operations include the Financial Times Group and the Penguin Group.

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