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FOR IMMEDIATE RELEASE

READING PLUS®, A LEADING SILENT READING FLUENCY INTERVENTION, WINS PRESTIGIOUS 2009 CODiE AWARD

Huntington Station, NY—May 7, 2009—Taylor Associates, a leader in education technology, today announced that **Reading Plus®**, the company's silent reading fluency intervention system, has been awarded **Best Postsecondary Instructional Solution** in the 2009 Software & Information Industry Association (SIIA) CODiE Awards Program.

"We are honored and delighted to be a recipient of a prestigious CODiE award," said Mark Taylor, chief executive officer of Taylor Associates. "The Taylor Associates team is proud that our peers in the software and information industry have recognized the significant benefits of Reading Plus® to improve silent reading proficiency."

Reading Plus® is a web-based reading intervention system that uses innovative technology to provide individualized scaffolded silent reading practice for struggling readers in the post-secondary market as well as students in primary and secondary schools. The Reading Plus® system, designed in alignment with current reading research, develops and improves reading proficiency by providing extensive engagement in high-success, differentiated reading activities.

"Taylor Associates understands how important proficient silent reading is for success in academic and vocational endeavors," Mr. Taylor said. "Students must be able to read silently at adequate rates and with good comprehension so they can complete class work and assignments, perform well on exams, and get the maximum benefit from their post-secondary education. Reading Plus® offers appropriate leveled content and scaffolded activities that facilitate the rapid improvement of reading rates and comprehension. We are thrilled that the SIIA has recognized our product and its many benefits to struggling readers."

For nearly a quarter of a century, the SIIA and its CODiE Awards have recognized those companies that provide the best, innovative technology products and services in a wide range of industries.

To learn more about Reading Plus® and Taylor Associates visit www.readingplus.com. Information about SIIA and the CODiE Award is available at www.siaa.net.

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