



ESL Students Using ESLreadingsmart.com Exceed Peers on SAT Exam

December 15, 2006

Business Wire

HOUSTON-- (BUSINESS WIRE)--Dec. 6, 2005--A pioneering learning program for ESL (English-as-a-second-language) students has been proven effective in a large suburban district west of Houston. From 2003-05, ESL students in Katy Independent School District (ISD) showed Scholastic Aptitude Test (SAT) score gains after using ESLreadingsmart.com, a subscription-only, Web-based program adopted by the Texas State Board of Education in 2003 under Proclamation 2001 and certified this summer by the California Department of Education.

During 2003-2004 the ESLreadingsmart.com program helped increase SAT 9/10 Reading and Language scores of Katy ISD ESL students (grades 6-11) who completed 10 or more lessons. Sixty-four percent of these students (or 31 percent of the district's total ESL population) increased their SAT scores on the Reading section, while 52 percent (26 percent of the total ESL population) raised their SAT scores on the Language section. "The trend of increased SAT 10 scores continued during the 2004-2005 school year," said Mary Endress, instructional officer for secondary ESL at Katy ISD. "ESLreadingsmart.com has been beneficial for ESL students in Katy ISD." Accessible by subscription at www.ESLreadingsmart.com, the online program is designed to fully support English-language learning--from listening comprehension and speaking proficiency to multi-level reading and language arts skills. The program includes lesson plans and printable materials for diverse learning styles, reading levels, and interests. "ESLreadingsmart.com offers a unique intervention strategy for dealing with youngsters who need to further develop their English language and reading skills," says Dr. Billy Reagan, former superintendent of Houston ISD. "That's one of the principal reasons we're seeing improvement in ESL students' academic achievement and SAT scores." This summer, ESLreadingsmart.com added new units and reading selections based on the Lexile Framework, a metric that allows districts to track student progress more accurately. "With these improvements, the Web-based program is now aligned with reading standards in Florida, California, Ohio, Arizona and Texas," said Clara Rojas, publisher of ESLreadingsmart.com. ESLreadingsmart.com is the first Web-based instructional tool to be adopted by a state board of education for ESL classroom instruction. In 2005, the program won awards for best Web page for middle schools, best ESL Web site, and best Foreign Language program.

Alloy Multimedia, Inc., publisher and creator of ESLreadingsmart.com, is an international software developer and publisher with offices in Houston, Texas, and Caracas, Venezuela.