



Media Kit

Our Media Kit provides information about Scientific Learning Corporation, including our history, products, experts, research, success stories and more. To learn more about the Scientific Learning family of products, please visit: www.scilearn.com.

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Stock Exchange Listing

NASDAQ:SCIL

Founded

1997

Overview

Scientific Learning creates educational software that accelerates learning by increasing students' brain fitness. Building brain fitness improves a student's capacity to learn. This approach can benefit every learner, from struggling students to English language learners to students working at or above grade level.

Products

Fast ForWord®
Reading Assistant™
BrainSpark™ Learning

The Scientific Learning family of products address a cognitive challenge faced by nearly every learner — the inability to process information as quickly as it is being presented. Through individualized exercises, the company's research-based software provides learners with the cognitive skills necessary to build brain fitness, resulting in improved test scores, increased self-confidence, and reduced costs for intervention services.

Target Populations

Pre-kindergarten through grade 12, and post-secondary learners

Patents

Scientific Learning holds the rights to over 79 issued patents in the United States and other countries, and has 32 additional patents pending.

Company History

The origins of Scientific Learning go back more than 30 years to the work conducted by our founders, noted research scientists Drs. Michael Merzenich and Bill Jenkins at the University of California, San Francisco, and Drs. Paula Tallal and Steven Miller at Rutgers University. Their research collaboration established several key findings:

- The core cognitive and linguistic attributes that allow a student to learn can be improved through intensive intervention.
- Acoustically modified speech technology can help build a wide range of critical language and reading skills.
- Computers can be used to create interactive, adaptive learning interventions based on a neuroscience foundation that yield years of growth in as little as a few weeks.

Based on this research, Drs. Merzenich, Jenkins, Tallal, and Miller created the Fast ForWord® family of reading intervention products. These products use patented technology to create an optimal learning environment that exercises and trains the brain to process more efficiently.

In March of 1997, after an extensive field trial with 500 children at 35 sites, we launched our first Fast ForWord product, Fast ForWord Language. Later that year, a second field trial replicated earlier results, showing gains, on average, of 1-2 years in 8 to 12 weeks. Today, more than a million Fast ForWord products have been used in schools and clinics across the US and around the world. The Fast ForWord products have been proven to improve reading test scores and student confidence, and reduce costs for intervention services.

Since 1997, we have expanded the Fast ForWord program to include three series:

- Fast ForWord LANGUAGE products build foundational reading and language skills for younger students
- Fast ForWord LITERACY products build foundational reading and language skills and are tailored to the adolescent learner
- Fast ForWord READING products build critical reading skills so districts get the most from their existing instructional approach

Scientific Learning Progress Tracker, an accountability tool that was released in 2003, is a web based data analysis and reporting tool that provides detailed information and reporting on student progress. Reading Progress Indicator, a computerized assessment, rapidly measures the effects of the Fast ForWord family of products.

In January, 2008, we acquired Reading Assistant™ from Soliloquy Learning. Reading Assistant combines speech recognition technology with courseware to help students strengthen fluency, vocabulary and comprehension to become proficient life-long readers.

Fast ForWord® Fact Sheet

Description

The Fast ForWord family of products provides learners with computer-delivered exercises that build the cognitive skills required to read and learn effectively.

How It Works

Just as physical fitness can be improved by exercising the body, new scientific studies prove that brain fitness can be improved by exercising the brain. The Fast ForWord program improves brain fitness in the areas of memory, attention, processing rate, and sequencing — cognitive skills essential for learning and reading success.

Through Fast ForWord's individualized, adaptive computer exercises, actual physical changes occur in the brain. These exercises strengthen the brain's ability to process information quickly and accurately; pay attention despite distractions; recall information that has been learned; and retain knowledge. All of this makes it easier for a child to learn and retain information.

Products

The Fast ForWord Language Series builds foundational reading and language skills for elementary students.

- Fast ForWord Language Basics
- Fast ForWord Language v2
- Fast ForWord Language to Reading v2

The Fast ForWord Literacy Series helps middle and high school students build their confidence and their standardized test scores.

- Fast ForWord to Literacy
- Fast ForWord to Literacy Advanced

The Fast ForWord Reading Series increases processing efficiency and builds critical reading skills so districts get the most from their existing instructional approach.

- Fast ForWord Reading Prep
- Fast ForWord Reading Level 1
- Fast ForWord Reading Level 2
- Fast ForWord Reading Level 3
- Fast ForWord Reading Level 4
- Fast ForWord Reading Level 5

Target Populations

Brain fitness is something every learner can benefit from — including those who are below, at or above grade level. Target populations include:

- General education
- At-risk
- English language learners
- Response to Intervention (RtI)
- Special education

Reading Assistant™ Fact Sheet

Description

Reading Assistant software combines advanced speech verification technology with scientifically-based courseware to help students strengthen reading fluency, vocabulary and comprehension.

How It Works

Reading Assistant software acts as a patient, non-judgmental listener for emerging, struggling or self-conscious readers. It provides guided oral reading practice that benefits all students.

Using research-validated speech verification technology, Reading Assistant software “listens” to a child as he or she reads aloud. Monitoring for signs of difficulty, the program intervenes with assistance when the student is challenged by a word. The student is encouraged with interactive support and private playback. Teachers receive assessment reports and can hear audio samples as if they had been sitting next to their students, listening.

Research

Research shows that intensive reading programs can produce measurable changes in the structure of a child’s brain, building brain fitness. Reading Assistant software follows a research-based instructional design that parallels the instructional practice of guided oral reading. The practice of oral reading builds cognitive skills and improves vocabulary and comprehension — critical elements of fluent reading.

Products

Reading Assistant Grade Band K-3
Reading Assistant Grade Band 4-5
Reading Assistant Grade Band 6-8
Reading Assistant Grade Band 9-12

Assessment/Reporting

Progress Tracker is an online data analysis and reporting tool that enables educators to monitor the individual, class, grade, school, or district level performance of students working with Reading Assistant products. Reports enable educators to predict performance and benchmark student progress against national norms.

Target Populations

Reading Assistant software is designed to be used by any student who has attained basic word recognition and decoding skills and is now building vocabulary, fluency and comprehension. Target student populations include:

- General education
- At-risk
- English language learners
- Response to Intervention (RtI)
- Special education

Results

Improved reading positively affects comprehension of all subject areas, increases students’ self-confidence, and leads to reduced costs for intervention services.

Company Management

D. Andrew Myers

President and Chief Executive Officer

Andy Myers joined Scientific Learning as President and Chief Operating Officer in January 2008 and became the CEO in January 2009. Prior to joining Scientific Learning, he worked at Pearson Education since 1996. His last position was as Senior Vice President, Digital Product Development for Pearson Curriculum, where he was responsible for integrating the technology teams from six preceding business units into a digital development group of 275 employees.

Linda Carloni

Vice President, General Counsel and Corporate Secretary

Linda L. Carloni joined Scientific Learning in October 1999. Prior to joining Scientific Learning, she was a founder and vice president of Alere Medical Incorporated, a health care services start-up. Previously, she served as a senior licensing officer for the University of California Office of Technology Transfer; as the general counsel of Nellcor Incorporated, a medical device company; and an associate and a partner at the law firm of Cooley Godward LLP.

Bob Feller

Chief Financial Officer

Mr. Feller joined Scientific Learning as Chief Financial Officer in December 2008. Mr. Feller has 18 years of financial leadership and auditing experience, including positions in financial management at both Fortune 500 and startup firms. From 2006 until joining the Company, Mr. Feller served as Vice President, Finance and Administration at AdBrite, Inc, which operates an Internet-based advertising marketplace. Prior to AdBrite, he served in financial leadership positions of increasing responsibility at salesforce.com, from 2005 to 2006 as Vice President, Finance and from 2003 to 2005 as Corporate Controller and Senior Director Finance.

Jessica Lindl

Senior Vice President of Marketing and Product Management

Jessica J. Lindl joined Scientific Learning in March 2007. Previously, Ms. Lindl served as vice president of marketing and product management for Riverdeep, a leading developer of educational software. Ms. Lindl held marketing management positions of increasing responsibility at Riverdeep and The Learning Company, which was acquired by Riverdeep, from 2001 through 2006. Prior to her tenure at Riverdeep, Ms. Lindl served as the director of product management for Simplexix, an e-procurement provider for the K-12 market, in 2000 and 2001 and as part of the sales management team for AT&T in San Francisco from 1995 to 1998.

Our Scientists

Michael M. Merzenich, Ph.D.

A director of Scientific Learning Corporation, Dr Merzenich is also the Francis A. Sooy Chair of Otolaryngology in the Keck Center for Integrative Neurosciences at the University of California, San Francisco Medical Center.

Paula A. Tallal, Ph.D.

A director of Scientific Learning Corporation, Dr. Tallal is also a Board of Governors' professor of neuroscience at Rutgers, The State University of New Jersey, where she helped found and currently co-directs the Center for Molecular and Behavioral Neuroscience.

William M. Jenkins, Ph.D.

Dr. Jenkins is Scientific Learning's Chief Scientific Officer. One of the founders, he joined the company at inception from a faculty position at the Keck Center for Integrative Neurosciences at the University of California, San Francisco Medical Center.

Steven L. Miller, Ph.D.

Dr. Miller is a co-founder of Scientific Learning. Previously he served on the research faculty at the Center for Molecular and Behavioral Neuroscience at Rutgers University.

To learn more about the Scientists, go to www.scilearn.com/our-approach/our-scientists/

Research and Results

Scientific Learning adheres to the highest standards of research, and we have tested our products on a variety of student populations in every K-12 age group, with excellent results. Our results feature a database of user results (including skills tested with specific student populations from different regions of the country and abroad), as well as longitudinal studies, state assessments, and independent reviews.

To learn more about results, go to www.scilearn.com/results