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Press Release

inBloom Inc. Launches to Enable Personalized Learning Through Easier Access to Information and Tec

New nonprofit organization is working with nine states representing more than 11 million students, with support from a wide ran
technology companies.

ATLANTA – Feb. 5, 2013 – 9 a.m. EST – Today the Shared Learning Collaborative (SLC) announced the launch of inBloom Inc
provider of technology services aimed at connecting data, applications and people that work together to create better opportuni
educators.

Currently, school districts are racing to adapt materials and assessments for the Common Core State Standards (/web/20131
//www.corestandards.org/), and publishers are working to keep up with new academic requirements. At the same time, edu
inundated with an escalating amount of data and technology in multiple formats, creating a disjointed system that makes it extr
teachers to tailor instruction, curriculum and learning approaches to meet the needs and aspirations of individual learners.

"Education technology and data need to work better together to fulfill their potential for students and teachers," said Iwan Streic
(/web/20131024182132/https://www.inbloom.org/management#iwan-streichenberger), CEO of inBloom Inc. "Until r
problem has often been too expensive for states and districts, but inBloom is easing that burden and ushering in a new era of p
learning."

The inBloom™ data integration and content search services enrich learning applications by connecting them to systems and in
currently live in a variety of different places and formats while helping to reduce costs for states and districts. This comprehensi
student's history can help those involved in education — from teachers to administrators to parents — see students' progress, g
how they might do better and act quickly to help each student succeed. It also helps educators locate standards-aligned instruc
from multiple providers and match them with their students' needs.

"inBloom lets us compile and access assessment data from more than a dozen different systems," said Tom Stella, assistant su
schools, Everett, Mass. "This information, paired with relevant content that maps to a student's individual needs, helps maximiz
and a student's learning potential by letting them focus on in-class teaching and learning."

In addition, the inBloom framework enables technology providers to develop and deploy products without having to build custor
each state and district data source. This means more developers will have the opportunity to create new and powerful applicati
students, with lower implementation costs and faster time-to-market.

Twenty-one education technology companies (/web/20131024182132/https://www.inbloom.org/providers) have alread
to develop applications that will work with inBloom through the service's open application programming interface (API). Many of
will be demonstrated at SXSWedu (/web/20131024182132/http://www.sxswedu.com/)in Austin, Texas, March 4–7.

Education, New York; and Guilford County Schools, North Carolina.

Student data privacy is a top priority for inBloom, and protections for student privacy, including compliance with the Family Edu[...]
Privacy Act (FERPA), have been addressed throughout the design and ongoing operations of the services. InBloom worked wit[...]
districts and a panel of student privacy and security experts (/web/20131024182132/https://www.inbloom.org/privacy-c[...]
create the policy that governs its handling of sensitive data.

About the Shared Learning Collaborative
The Shared Learning Collaborative is an alliance of states, districts, educators, foundations and content and tool providers pas[...]
technology to improve education. The SLC developed all the inBloom software components and has worked with education tec[...]
and developers to encourage the development of inBloom-compatible applications.

About inBloom Inc.
inBloom Inc. is a nonprofit organization established to carry forward the mission of the Shared Learning Collaborative, which is[...]
personalized learning a reality for every U.S. student. inBloom provides technology services that allow states and public school[...]
integrate student data and learning applications to support sustainable, cost-effective personalized learning. inBloom is funded[...]
philanthropic support from the Bill & Melinda Gates Foundation and Carnegie Corporation of New York. For more information a[...]
www.inBloom.org (/web/20131024182132/http://www.inbloom.org/).