



## K12 Inc. Launches LearnBop for Families

May 5, 2016

**Award-winning math program now available for use at home for students in grades 3-12**

HERNDON, Va., May 5, 2016 /PRNewswire-USNewswire/ -- Education industry leader K12 Inc. is continuing to serve the needs of learners through the release of [LearnBop for Families](#) – a personalized online math program for students and families seeking effective, highly engaging, adaptive and self-paced support.



Building upon more than three years of success aiding thousands of students in schools across America, LearnBop is releasing its new consumer version of the product – LearnBop for Families – custom built for students in grades 3-12 to use at home.

"The new consumer version of LearnBop harnesses our expert teaching system and makes it accessible to students at home where they can learn at their own pace," said the company's CEO Bharanidharan Rajakumar. "LearnBop for Families provides a way for every parent to enable their children to solve math problems as an expert teacher would, and then carry that knowledge with them into the classroom."

### LearnBop for Families Details

- Web-based and tablet accessible for flexible use
- Step-by-step instruction that enables students to solve problems on their own
- Catch up on missed concepts or get ahead by accelerating subject mastery
- Single Student Plan
  - Subscription (month-to-month) for just \$14.95
  - Prepaid (12 months pre-paid) for just \$149.95
- Family Plan – Up to Four Student Users
  - Subscription (month-to-month) for just \$19.95
  - Prepaid (12 months pre-paid) for just \$199.95

### Buy-One-Give-One

To advance LearnBop's mission of ensuring every child has an opportunity to excel in math, the company is donating free copies of the software through non-profits across the country who serve students whose families may not be able to purchase LearnBop. The first such partnership is with the [GO Project](#), a non-profit organization that provides academic, social and emotional programs for under-resourced and under-performing New York City public school children. Through this partnership, anytime a parent purchases a LearnBop Family license, the company will donate another license

to a child in need who is participating in the GO Project program.

"When the cost of comparable forms of personalized instruction are increasing, we're pleased to offer both an affordable and effective option for students who need to prepare for that next exam, want to get ahead or simply brush up on skills," said Rajakumar. "And with our Buy-One-Give-One program, families are able to help their child excel in math while also helping another child at the very same time."

LearnBop has received two prestigious U.S. Distance Learning Association awards, one for "Outstanding Program" and the other, "Outstanding Leadership." LearnBop is also a finalist for the 2016 EdTech Digest eLearning Solutions Award as well as a finalist for the Association of American Publishers' prestigious Revere Award. To learn more about LearnBop, visit its [website](#).

#### **About K12 Inc.**

K12 Inc. (NYSE: LRN) is driving innovation and advancing the quality of education by delivering state-of-the-art, digital learning platforms and technology to students and school districts across the globe. K12's award winning curriculum serves over 2,000 schools and school districts and has delivered more than four million courses over the past decade. K12 is a company of educators with the nation's largest network of K-12 online school teachers, providing instruction, academic services, and learning solutions to public schools and districts, traditional classrooms, blended school programs, and directly to families. The K12 program is offered through K12 partner public schools in 33 states and the District of Columbia, and through school districts and public and private schools serving students in all 50 states and more than 100 countries. More information can be found at [www.K12.com](http://www.K12.com).



Logo - <http://photos.prnewswire.com/prnh/20110113/PH294361LOGO>

Logo - <http://photos.prnewswire.com/prnh/20160505/364370LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/k12-inc-launches-learnbop-for-families-300264004.html>

SOURCE K12 Inc.

Donna Savarese, [press@k12.com](mailto:press@k12.com), 703.436.3273