



Gale and K12 Inc. Announce PowerspeakLanguages New World Language-Learning Product

January 8, 2010

FARMINGTON HILLS, Mich. & HERNDON, Va., Jan 08, 2010 (BUSINESS WIRE) -- Gale, part of Cengage Learning, and K12 Inc. (NYSE:LRN) today announced the launch of a new world language-learning product, Powerspeak Languages, with the first courses now available to the library market.

The online courses, developed for Gale customers, will use the research-driven powerspeak¹² language learning methodology, which includes a variety of multi-sensory activities to take full advantage of the brain's ability to acquire language. Designed specifically for use by the diverse audience of library patrons, *Powerspeak Languages* will include a combination of scored online activities, exercises, lessons and games.

Available now, the first four language courses include Spanish, French, German and Mandarin Chinese. English for Spanish Speakers will be available in early 2010. Other language courses will follow later in a managed release program.

Course activities will be bound together with an adventure story containing rich graphics, audio, video, music and an intuitive way to track progress. Learners will also be challenged to practice speaking and writing in a variety of interactive modules designed to simulate real conversations with native speakers.

K12 Inc, through its powerspeak¹² subsidiary, is developing the Web-based language courses, which Gale is distributing exclusively to the library market. Gale and powerspeak¹² have worked hand-in-hand in a unique partnership to develop a service geared exclusively to language-learners in libraries.

"Language learning is vital for participation in the global economy," said Bruce Davis, executive vice president of Business Development for K12 Inc. "We're thrilled to partner with Gale to distribute our language-learning courses throughout the library market. Our partnership will give more people the opportunity to learn a new language using an exciting Web-based program that combines innovative instruction with powerful technology."

"This type of online language-learning program has long been in demand among libraries," said Jim Draper, vice president and publisher at Gale. "We are delighted to bring this new program to market, providing users the best and most engaging language-learning experience available. We are also proud to partner with powerspeak¹², an innovative leader with a global reputation for meeting the needs of language-learners."

Visit http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.gale.com%2Fhello&esheet=6136402&lan=en_US&anchor=www.gale.com%2Fhello&index=1&md5=81a96578d5be899087fb9e440ae25658 for more information or to request a free trial.

About Cengage Learning and Gale

Cengage Learning delivers highly customized learning solutions for colleges, universities, professors, students, libraries, government agencies, corporations and professionals around the world. Gale, part of Cengage Learning, serves the world's information and education needs through its vast and dynamic content pools, which are used by students and consumers in their libraries, schools and on the Internet. It is best known for the accuracy, breadth and convenience of its data, addressing all types of information needs - from homework help to health questions to business profiles - in a variety of formats. For more information, visit http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.cengage.com&esheet=6136402&lan=en_US&anchor=www.cengage.com&index=2&md5=000604c123a04ddc53595e1ae0077ff7 or http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.gale.com&esheet=6136402&lan=en_US&anchor=www.gale.com&index=3&md5=6650fac32d428406c037e508dc0338ce

About K12 Inc.

K12 Inc. (NYSE:LRN), a technology-based education company, is the nation's largest provider of proprietary curriculum and online education programs to students in kindergarten through high school. K12 provides high quality, customized education solutions to school districts, charter schools, and directly to families ranging from individual courses to classroom and hybrid programs to full-time virtual school programs. Over 60,000 students in twenty-five states are enrolled in K12 virtual schools. K12 Inc. also operates the K12 International Academy, an accredited, diploma-granting online private school serving students in over 40 countries. More information can be found at http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.k12.com%2F&esheet=6136402&lan=en_US&anchor=www.k12.com&index=4&md5=804de362258ee41fd95fbb7612204a2f.

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SOURCE: K12 Inc.

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