



K12 Wins 2011 Readers' Choice Award

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District Administration magazine readers vote K12 a Top 100 Product

HERNDON, Va., Dec. 16, 2011 /PRNewswire/ -- K12 has been named a Readers' Choice award winner by *District Administration* magazine in its annual Top 100 products competition. Editors of the magazine selected K12 online education curriculum as a 2011 award winner based on hundreds of nominations submitted by K-12 district-level administrators, superintendents, and senior school district leaders.

(Logo: <http://photos.prnewswire.com/prnh/20110113/PH29436L.IMG>)

The annual Readers' Choice awards recognizes leaders in the education industry, and provides school district executives and decision-makers with the unique opportunity to learn what products their colleagues around the country are using, and how these products contribute to the success of the districts.

"The nominations offer a view into the inner workings of how districts use products to help solve particular issues," said District Administration Editor-in-Chief, Judy Faust Hartnett. "The recommendations we receive include extensive descriptions from school administrators of how these products are used in their districts and the difference they have made, making it very challenging to choose only 100 products," Hartnett added.

A record number of nominations were submitted this year and winners were selected based upon the quantity of nominations and the quality of readers' descriptions. The award winners were announced in the November issue of the magazine and can be viewed on the magazine's web site (<http://www.districtadministration.com/>).

"Receiving a Readers' Choice award is an honor and verifies that K12 is a top provider of curriculum, technology, and services focused on making schools and districts successful in online education," said John Olsen, K12 Executive Vice President of Operations. "The award also reinforces K12's mission to ensure that every child deserves a world-class individualized education regardless of geographic, financial, or demographic circumstances," added Olsen.

K12 Inc. (NYSE: LRN), a technology-based education company, is the largest provider of proprietary curriculum and online education programs for students in kindergarten through high school in the U.S. K12® provides its curriculum and academic services to public and private online schools, traditional classrooms, blended school programs, and directly to families.

K12 education products and services are used by more than 2,000 schools and school districts in the U.S. K12 has delivered over 3 million courses—core subjects, AP(R), world languages, credit recovery, and electives—to students worldwide. Over 90 percent of parents surveyed are satisfied with the K12 curriculum and agree that their children have benefited academically from their K12 program (source: K-8 2011 survey). Students graduating from schools using the K12 program have been accepted to hundreds of higher education institutions including many of the nation's top-ranked colleges and universities.

K12 is accredited through AdvancED, the world's largest education community. More information about K12 solutions for schools and districts can be found at www.k12.com/educators.

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