



K12 Inc. Announces Partnership with Greenfield Public Schools to Open Massachusetts Virtual Academy

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First full-time, statewide online public school in Massachusetts will serve students in grades K-8 this year

HERNDON, Va., Aug 17, 2010 (BUSINESS WIRE) --

K12 Inc. (NYSE:LRN), America's largest provider of proprietary curriculum and online school programs for students in kindergarten through high school, announced today a new partnership with Greenfield Public Schools to launch Massachusetts' first full-time, statewide online public school.

The Massachusetts Virtual Academy at Greenfield (MAVA@Greenfield) will serve up to 500 students in grades K-8 across the Commonwealth this coming school year. MAVA@Greenfield plans to expand to offer high school in subsequent years. The tuition-free public school is now accepting applications and will be hosting numerous information sessions for interested families and school districts. Enrollment information can be found at www.K12.com/mava.

"K12 is excited to partner with Greenfield Public Schools to offer our award-winning curriculum and online school program to families in Massachusetts," said Ron Packard, founder and CEO of K12 Inc. "The Massachusetts Virtual Academy at Greenfield will be a school true to the goal of the state's Innovation Schools legislation, providing excellent education programs designed to meet students' individual needs. Over 200,000 students have used the K12 program and we look forward to successfully serving students and families in Massachusetts."

In January 2010, the Massachusetts Legislature passed and Governor Deval Patrick signed into law an education reform bill aimed at transforming Massachusetts public schools by promoting more innovation and choice. The law included a provision enabling school districts to establish Innovation Schools to help improve student achievement and performance. Innovation schools give school districts more autonomy and flexibility to provide alternative education programs, including virtual schools, and increase public school options for students.

MAVA@Greenfield will provide students the complete K12(R) curriculum, which includes engaging online lessons and hands-on education materials, along with state-of-the-art technology that connects students to a vibrant school community. The program is customized for each student, giving every child the opportunity to receive an individualized education regardless of geographic location, socio-economic background, or educational need.

MAVA@Greenfield will use highly qualified, Massachusetts-licensed teachers who will provide instruction, guidance and support, and regularly communicate with students via email, phone, web-based classrooms, and face-to-face meetings. Teachers will also organize a variety of school field trips, activities, and events for students and families.

In partnerships with school districts and charter schools, K12 operates online public schools in 26 states and the District of Columbia.: Alaska, Arizona, Arkansas, California, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Kansas, Massachusetts, Minnesota, Nevada, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Texas, Utah, Virginia, Washington state, Wisconsin, and Wyoming.

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 for students in kindergarten through high school. K12 provides its curriculum and academic services to public and private online schools, traditional classrooms, hybrid school programs, and directly to families. K12 also operates the K12International Academy™, an accredited, diploma-granting online private school serving students in 59 countries plus the U.S.

In April 2010, K12 joined with Middlebury College to form a new venture called Middlebury Interactive Languages to create and distribute innovative online language courses for pre-college students. In July, K12 acquired KC Distance Learning, Inc., a nationally recognized leader in online learning with brands that provide high quality education products and online school solutions: Aventa Learning™, The Keystone™ School and iQ Academies(R).

Founded in 2000, K12 has provided over 1.5 million courses - core subjects, AP(R), world languages, credit recovery, and electives - to more than 200,000 students worldwide. Over 95 percent of parents surveyed are satisfied with the K12 program and agree that their children have benefited academically with K12. Students graduating from K12 virtual schools 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. Additional information on K12 can be found at: www.K12.com

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SOURCE: K12 Inc.

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