



FOR IMMEDIATE RELEASE

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Smarterville Announces Educational Resources and Sunburst Technology Asset Purchase

BALTIMORE—(BusinessWire)--A subsidiary of Smarterville, Inc., Smarterville Educational, LLC, has acquired selected operating and brand assets of Educational Resources Inc. and Sunburst Technology Corporation.

“This asset purchase fits strategically with Smarterville’s corporate vision of being the leader in branded, supplemental educational content and solutions,” said Judy L, Harris, CEO of Smarterville, Inc. “The Sunburst brand has a long-standing reputation with schools for producing high quality software and other supplemental tools and Educational Resources is an established, trusted resource for schools wanting to leverage technology in the classroom.”

About Smarterville

Smarterville, Inc. is a leading provider of branded, supplemental educational content and solutions. Serving both the consumer and educational markets with respected product brands such as Hooked on Phonics® and Sunburst Technology®, Smarterville empowers parents and teachers to help children succeed. For more information, please visit www.smarterville.com, www.hookedonphonics.com or www.sunburst.com.

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