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FOR IMMEDIATE RELEASE

Demme Learning Acquires KinderTown

Lancaster, Pa. – August 12, 2013 – Demme Learning announced today that it has acquired education technology company KinderTown which combines digital and physical learning for children ages 3-8 and their parents. With almost 400,000 users, KinderTown provides educational app reviews and combines apps with educational activities that can be done in the home.

The transaction marks an expansion of Demme Learning's family of products beyond its successful Math-U-See math instruction curriculum and strengthens the company's position in the EdTech industry and the digital learning revolution.

Billed as "The Educational App Store for Parents," KinderTown evaluates apps based on thorough testing and review by educators, parents, and children, taking many factors into account including educational value, ease of use, engagement value, design features, artwork, cost, and shelf life. Only apps deemed to have "substantial educational value" are featured on the site, providing a curated collection of kid-friendly, effective educational apps. This process dovetails with Demme Learning's philosophy of education, which begins with the involvement of an engaged parent and includes an emphasis on multi-sensory, skill-based instruction that can be tailored to meet students' specific learning styles.

"I am excited to announce the addition of KinderTown to the Demme Learning family of products" said Ethan Demme, President and CEO of Demme Learning. "KinderTown has been providing a valuable service to parents by helping them choose quality educational apps for their children and I am looking forward to building on that foundation of service and introducing KinderTown to a wider audience of parents."

"As a parent of three young children, I know firsthand how much kids love to use their parents' devices. We started KinderTown to help turn this enthusiasm into a fun learning experience," stated Steve Welch, founder of KinderTown and managing partner of DreamIt ventures. "I have appreciated Demme Learning's focus on improving education by empowering parents and I believe that KinderTown will fit well with their other products and services."

As the educational app market has expanded rapidly, KinderTown has been presenting quality educational apps to simplify the mission of parents who are seeking added-value for their child's education through the effective and appropriate use of technology. The name KinderTown was selected to underscore the site's desire to create a community where parents, teachers, and app developers could come together to focus on ways to use technology to foster healthier, more educated children.

About Demme Learning

Demme Learning is an independent, family owned and operated, publishing company. Based in Lancaster, Pa., Demme Learning is focused on providing innovative learning solutions for homeschoolers, parents and small group learning environments. For more information visit <http://DemmeLearning.com>

Math-U-See, Demme Learning's flagship product, has been reaching students for over 20 years with its unique integration of manipulatives and instruction that is focused on concept mastery.

About KinderTown

KinderTown is an educational app store and teaching guide that helps busy parents



find the best apps for their young kids. KinderTown was founded with the mission of improving early childhood education by empowering busy parents with the tools to be better teachers. For more information, visit <http://www.kindertown.com>. To download the free KinderTown app for the iPad, iPhone, and iPod Touch, follow the link to the App Store at bit.ly/kindertown

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