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**Wireless Generation Named EdNET 2010 Industry Awards Winner**

*Company recognized by panel of experts for innovation  
and excellence in the education industry*

Brooklyn, NY (May 20, 2010) – Wireless Generation, a leading provider of tools, systems, and services that help teachers to teach smarter, was named the distinguished recipient of the EdNET 2010 Pioneer of the Year Award at the annual EdNET Industry Awards, in a first-ever online EdNET Awards ceremony on May 19. MDR, the leading provider of education information and marketing services, sponsors EdNET and awarded winning companies in three industry leadership areas. The annual awards program commends businesses and non-profit organizations that have made important contributions to the education industry through their products and services.

In the last 10 years, Wireless Generation has significantly enhanced educators' ability to use data to improve instruction. With its mobile device- and browser-based assessment software, the company invented a better way to give classroom assessments and make data-based decisions. Its breakthrough Burst® program makes it possible for every teacher to differentiate instruction by using technology to analyze student data and produce curriculum personalized to individual student needs. In addition, Wireless Generation's large-scale data systems centralize all kinds of student information. As a result, educators and parents gain unprecedented visibility into learning and can powerfully influence it. Web 2.0 collaboration and knowledge networks, integrated with the student data, enable teachers and administrators to propagate proven approaches across schools.

"Wireless Generation develops solutions that help educators answer questions that are central to all kinds of student data – 'So what?' and 'Now What?' 'SoNos' are now the hallmark of every system, tool, and service we bring to market," said Larry Berger, Wireless Generation's Chief Executive Officer and Co-Founder. "We are honored to receive the EdNet Pioneer Award in recognition of our work, and thank the EdNet organization and the award judges."

A panel of leading education industry experts selected the winners for the EdNET 2010 Industry Awards, which are coordinated by EdNET sponsor Educational Systemics and MDR. The EdNET Pioneer Award is given to the organization that has most significantly contributed to the growth of the education market over the previous year. Wireless Generation was selected as the award recipient based on several criteria:

- Significantly contributed to innovative product and/or program design and implementation for the education market
- Created a new niche offering, or category within the industry by developing new product or service and is attracting buyers/adopters in a way that represents new opportunity for others in the industry
- Changed the market size of a segment of the education industry
- Funded projects or initiatives that have increased the activity or attention to the educational enterprise as being, in part, a philanthropic endeavor

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"The EdNET Industry Award winners are organizations that are moving the business of education forward. They are developing products and services that address the challenges faced by schools today as well as prepare students for a 21<sup>st</sup> century global workplace. MDR is proud to recognize these innovators," said EdNET founder and president, Dr. Nelson B. Heller.

For more information about Wireless Generation, please visit [www.WirelessGeneration.com](http://www.WirelessGeneration.com).

### **About EdNET and the EdNET Industry Awards**

The EdNET Conference, which is produced by MDR and is now in its 22nd year, is the education market's premier annual networking conference. It brings together education executives, school administrators, and policymakers to network and build strategic business partnerships. The EdNET Industry Awards program was created in 1992 to champion the efforts of progressive organizations helping to revitalize the nation's educational system. The EdNET 2010 Conference will be in Boston, September 26-28. For more information about the EdNET Conference and Industry Awards program visit [www.ednetconference.com](http://www.ednetconference.com) or phone 800.333.8802, Ext. 4693.

### **About Wireless Generation**

Wireless Generation creates innovative tools, systems, and services that help educators teach smarter. With its solutions, educators can feasibly apply research-proven practices such as frequent progress monitoring and needs diagnosis, data-informed decision-making, differentiated instruction, and professional collaborations across classrooms, grades, schools. The company has helped educators to address and solve some of the most pressing challenges in teaching and learning. Wireless Generation currently serves more than 200,000 educators and 3 million students. More information is available at [www.WirelessGeneration.com](http://www.WirelessGeneration.com).

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