



LOS ANGELES, January 12, 2005 —

KNOWLEDGE ADVENTURE STRENGTHENS FOCUS ON SCHOOL MARKET

Knowledge Adventure announced that its partnership agreement with Great Source to distribute and publish its school software catalogs has ended. To strengthen its focus on the school market and create a closer connection with education customers, Knowledge Adventure will bring its own catalog of award-winning products to market in 2005 and beyond. Working directly with distributors and resellers, the company will rebuild and reinvigorate its presence in the school market, renewing its strong commitment to education. Toward this goal, it will offer new school products for 2005, and new initiatives that will bring the company closer to its customers - teachers, parents and the students themselves.

Working closely with its distributor and reseller partners, Knowledge Adventure will continue to market its products for schools through printed catalogs, demo CDs and Website support. In addition, Knowledge Adventure will continue to provide free technical support designed specifically for the school customers.

"Knowledge Adventure's first action as an independent publisher is to prioritize and increase its sales and marketing activities in the education market," said Knowledge Adventure Chief Executive Officer David Blumstein. "The changes we are making will result in stronger and closer ties to our education partners. Also, they will enable us to offer software programs for schools that feature our newest technologies and content while incorporating the unique requirements of our education customers."

A leader in educational technology, Knowledge Adventure is dedicated to helping teachers and students reach their educational goals by creating products that motivate and engage students as they learn. For over 20 years, the pioneering products of Knowledge Adventure have delivered educationally innovative learning experiences that appeal to a variety of learning styles.

"2005 promises to be an exciting year for Knowledge Adventure," said Leslie House, Knowledge Adventure Sr. Vice President. "Because educators are at the heart of our mission, we realize that by bringing our school sales functions in-house and working directly with teachers, we will be able to offer the highest quality of service to our customers and address their needs. All of this is vital to our success in the school market."

At Knowledge Adventure, a close relationship with educators is vital since its products are developed with the partnership of teachers and educational experts from concept to completion. Educational experts and classroom professionals provide guidance during every phase of development to ensure that products are pedagogically sound and meet the demands of today's classroom. Throughout development, extensive testing allows designers to incorporate results into the emerging designs of the products. All content is designed and written by teachers and content designers resulting in products that reinforce skill development in a challenging game play environment.

New Contact Information

For sales and ordering information, customers can now call Knowledge Adventure Customer Service at 800-871-2969, or their local education reseller. Resellers can call the same number and ask for the School Sales Department. Educator resources will continue to be available at www.knowledgeadventure.com, a new Website for educators, homeschoolers and consumers, which will launch by the end of January. The company's new toll-free technical support number, available from 8 a.m. to 7 p.m. Eastern Time, every business day, is 800-871-2969 ext 12.

Company Background

Knowledge Adventure is a leader in developing, publishing and distributing award-winning, multimedia educational software for use in both schools and homes. The company is internationally renowned for its Math Blaster, Reading Blaster, and JumpStart Learning System brands, as well as other innovative multimedia titles for students of all ages. With nearly 100 titles in a wide range of subjects, Knowledge Adventure is one of the largest educational software groups in the world. A subsidiary of Knowledge Holdings, Inc., the company is based in Los Angeles