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KNOWLEDGE LEARNING CORPORATION® UNVEILS CHAMPIONS® BRAND

(Littleton, CO) - April 1, 2009 - Today, Knowledge Learning Corporation®, announced its KLC School Partnerships® division, will rebrand to Champions®. Under the new brand, Champions®, which offers before and afterschool, academic intervention and science enrichment programs, will be able to more effectively communicate its broad range of education solutions available to school districts nationwide.

“Our robust portfolio of academic enrichment offerings provides a wide range of solutions to help school districts meet their education goals,” said Shelley Lambert, Vice President of Operations. “Under KLC School Partnerships®, name recognition across our programs wasn’t resonating well with our clients. Our new streamlined brand identity will help communicate our commitment to developing academic ‘champions’ through high-quality curriculum that empowers our students to become successful by exploring new opportunities and new ways of learning every day.”

Champions® three product lines include Champions Extended Learning™, Champions Science Adventures™ and Champions Academy™, programs providing innovative, fun and high-quality hands-on learning experiences in math, science, reading and tutoring. The Champions Extended Learning™ program offers students before and after school extended day programs and care. Champions Science Adventures™ programs and summer camps focus on taking science education out of the classroom to spark a child’s interest in the world of science and discovery. The Champions Academy™ program offers academic intervention programs in math and reading - including Champions Online Tutoring™, the newest Champions® offering, addressing unique math needs of children in grades 4-8.

With nearly three decades of experience, Champions® provides customized on-site and distance learning programs that address the remedial needs of students, reinforce classroom learning, build school capabilities through teacher training and promote family involvement. Last year, Champions® provided educational services to more than 55,000 students in 20 states.

For more information visit www.discoverchampions.com.

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About Champions®: Champions®, formerly known as KLC School Partnerships®, is the nation’s leading provider of extended learning, enrichment and targeted academic intervention solutions that address specific school and community needs. Its customized education programs include Champions Extended Learning™

before and after school programs; Champions Academy™ reading and math tutoring; and Champions Science Adventures™ hands-on science camps and after school clubs for school-age children. Together, these initiatives are offered at more than 650 sites in 20 states, serving nearly 55,000 students annually. Champions® is a division of Knowledge Learning Corporation®, the nation's largest early childhood and school-age education and care provider. Champions' main office is located in Littleton, Colorado.

About Knowledge Learning Corporation®: Knowledge Learning Corporation® is a leading national early childhood and school-age education and care company, serving more than 250,000 children in the United States and the District of Columbia. Knowledge Learning Corporation's business lines include early childhood education and care operating under the KinderCare® Learning Centers, Knowledge Beginnings®, CCLC® brands as the nation's leading private provider of early childhood education and care through approximately 1,800 community-based centers and employer partnerships; Champions®, a leading provider of pre-K-12 supplemental educational solutions, operating more than 600 programs nationwide across core offerings including Champions® before- and after-school programs, summer camps and academic science programs; and affiliated with KC Distance Learning™, a leading provider of online learning solutions to school districts and online high school courses directly to families through Keystone National High School™, the nation's largest online high school. For more information, visit www.knowledgelearning.com.