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DYMO™/Mimio® ITT ACQUIRES HEADSPROUT®

Companies anticipate global growth opportunities, by combining Headsprout adaptive instructional software for students with DYMO/Mimio technology solutions for classrooms

Cambridge, Mass. – March 16, 2011 – DYMO™/Mimio® ITT, a leading provider of interactive teaching technologies for educators, today announces the acquisition of Headsprout®, an innovative provider of adaptive instructional content that adjusts automatically to each student’s pace for learning.

The acquisition – which became effective March 9, 2011 – further strengthens the DYMO/Mimio portfolio of innovative and integrated hardware, software and services. Also, it positions the combined company to meet the expectations educators have for advanced, effective teaching technologies that enable them to simply teach.

Headsprout – whose software programs for reading are used in thousands of classrooms, learning labs and homes in the U.S. and 87 other countries – will work with DYMO/Mimio to pursue significant improvements to interactive instructional technology. This collaboration will combine DYMO/Mimio’s expertise in technology solutions for broad classroom audiences with Headsprout’s expertise in adaptive learning platforms for individual students.

“Headsprout and its highly-regarded content portfolio complement our technology and culture,” said Laurence Huntley, General Manager, DYMO/Mimio. “We will aggressively pursue hardware and software enhancements that will build on our proven track record of providing highly-effective interactive instructional content for educators and students everywhere.”

“DYMO/Mimio shares Headsprout’s focus on enabling outstanding levels of student achievement, which will make our combined company a stronger competitor in the global marketplace,” said Dave Anderson, President & CEO, Headsprout. “Our union sets the stage for important work that can transform the nature of learning in the classroom, by increasing teacher effectiveness and student achievement.”

Headsprout’s management team, led by Mr. Anderson, has been invited to oversee Headsprout operations, reporting to DYMO/Mimio’s Mr. Huntley.

Complementary Interactive Learning Technologies

Headsprout’s patented, award-winning adaptive software helps ensure that a student is mastering the skills in each lesson – at his or her own pace – before continuing. Its offerings include Headsprout® Early Reading, a K-2 supplemental program; and Headsprout® Reading Comprehension, for any student with a least a mid-2nd grade reading level. With its long

history of science, research, field testing and quantifiable results, Headsprout has earned industry-wide respect for its efforts in helping eliminate illiteracy in young children.

DYMO/Mimio's comprehensive classroom suite of solutions includes interactive whiteboard technology, student response systems, document cameras, wireless tablets, digital ink recorders and objectives-based instructional content. Tailored specifically to the needs of educators, its MimioClassroom™ system offers an integrated, easy-to-use assortment of interactive teaching tools and services designed to enable teachers to simply teach.

Combined, DYMO/Mimio and Headsprout have received numerous awards for their innovative and successful interactive teaching solutions. For example, Headsprout was selected by the Software & Information Industry Association (SIIA) for a prestigious 2010 CODIE Award in the "Best Online Instructional Solution" category; and DYMO/Mimio was named *Scholastic Administrator's* "Best in Tech 2009 & 2010."

For more information on DYMO/Mimio ITT, please visit www.mimio.dymo.com; you may also follow DYMO/Mimio ITT on Twitter @MimioTechnology and via Facebook. Download lesson plans and connect with other educators at www.mimioconnect.com

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About Headsprout

Headsprout® (www.headsprout.com) is a leader in the development and implementation of online instruction that adjusts automatically to each student's needs. Its scientific, research-based, adaptive software – Headsprout® Early Reading and Headsprout® Reading Comprehension – is used in thousands of classrooms, learning labs and homes in the U.S. and all over the world. Headsprout was founded in 1999 and is based in Seattle, Washington.

About Newell Rubbermaid Global Business and Technology Solutions

DYMO is the master brand name for the Newell Rubbermaid Global Technology Solutions portfolio. In a world that demands greater productivity and measures it at every opportunity, DYMO provides businesses, educational institutions and consumers with innovative and easy ways to share, manage and organize information with improved efficiency and satisfaction.

Our DYMO global technology brands are organized into four solutions:

- DYMO® / Labeling Identification Solutions include DYMO hand-held label makers, PC connected label and postage printers, plus Industrial labeling tools (www.dymo.com).
- DYMO™ / CardScan® Contact Management Solutions include CardScan business card scanners and contact management software (www.cardscan.com).
- DYMO™ / Endicia® Postage Technologies include Endicia online shipping and mailing services (www.endicia.com), as well as customized postage (www.pictureitpostage.com).
- DYMO™ / Mimio® ITT (Interactive Teaching Technologies) include Mimio interactive whiteboard technology, digital ink recorders, document cameras, student response systems and engaging lesson plan content (www.mimio.dymo.com).

These global technology brands complement Newell Rubbermaid's strong portfolio of global brands, which also includes Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Waterman®, Parker®, Goody®, Rubbermaid Commercial Products® and Aprica®.