



StraighterLine Named 2009 Software & Information Industry Association CODiE Finalist

Straighterline Places In Best Virtual School Solution for Students Category

WASHINGTON, D.C. – StraighterLine (www.straighterline.com), a company that combines award-winning technologies into a new service that provides highly-affordable, better-supported and a more flexible solution to fulfilling college general education requirements, has announced that it has been named a 2009 CODiE Awards Finalist by the Software & Information Industry Association (SIIA) (www.sii.net).

Straighterline, a division of SMARTHINKING, is being honored in the category of “Best Virtual School Solution for Students.” Recently tabbed by *BusinessWeek* Magazine as a “disruptive education technology,” StraighterLine provides students with a new online option for obtaining required college credits from accredited colleges and universities.

Students who complete a StraighterLine course can choose to receive credit from one of StraighterLine’s five regionally accredited partner colleges. Student-earned credits may also be transferable to non-partner colleges that recognize StraighterLine’s partner’s courses as equivalent programs. The combined costs of either approach will save students thousands of dollars as compared the current estimates the College Board provided for both public and private colleges and universities.

Currently StraighterLine offers six entry-level college courses, including College Algebra, English Composition I, Accounting I, Accounting II, Economics I: Macroeconomics and Economics II: Microeconomics, and two developmental courses, with more planned. StraighterLine’s list of affiliated partner schools includes the following regionally accredited institutions:

- Fort Hays State University (www.fhsu.edu)
- Potomac College (www.potomac.edu)
- Grand Canyon University (www.gcu.edu)
- Ellis University (<http://ellisuonline.com>)
- Charter Oak State College (www.charteroak.edu)

For the 2009 CODiE Awards, StraighterLine joins the following finalists in the category of “Best Virtual School Solution for Students”:

- Aventa Learning (entire program of online courses), Aventa Learning
- ClassLink LaunchPad, ClassLink, Inc.
- Florida Virtual School, www.flvs.net
- NovaNET, Pearson

To determine the winner, SIIA members will vote on their company of choice in the Finalist Review Program. The 2009 CODiE Award winners will be announced at the CODiE Awards Receptions & Gala on May 5 at the Palace Hotel in San Francisco, Calif.

Related Links:

www.straighterline.com

www.smarthinking.com

www.straighterline.ning.com

www.sii.net

www.sii.net/codies/2009/finalist_list.asp

Quotes:

“Being a finalist for the CODiE award is truly an honor and a great achievement,” said CEO Burck Smith. “We are excited that our work is being recognized by such a prestigious organization.”

“The competition is particularly steep this year during the 24th Annual SIIA CODiE Awards, making selection as a CODiE Finalist a real achievement,” said SIIA President Ken Wasch. “All the companies on this year’s list of CODiE Finalists should feel justifiably proud of their accomplishment in making it to this stage, and have much excitement to look forward to regarding the upcoming CODiE Awards voting!”

About StraighterLine:

StraighterLine provides students with a new online option for obtaining required college credits from accredited colleges and universities. StraighterLine’s affordable courses are the first to include up to 24/7 live, on-demand instruction. StraighterLine offers six entry-level college courses, including College Algebra, English Composition I, Accounting I, Accounting II, Economics I: Macroeconomics and Economics II: Microeconomics, and two developmental courses, with many more planned. StraighterLine students may choose to receive credit from StraighterLine’s regionally accredited partner colleges. Student-earned credits may also be transferable to non-partner colleges that recognize StraighterLine’s partner’s courses as equivalent programs. There are no set due dates for StraighterLine courses. Students may start and stop at any point with up to six months of access. StraighterLine offers two remarkable pricing programs; individual courses cost only \$399, include 10 hours of one-on-one instructional support, and allow up to six months of access; and the StraighterLine for \$99 program: a \$99 per month subscription with no additional start-up costs which includes unlimited access to any and all courses one at a time, plus 10 total hours of one-on-one instructional support, with no minimum or maximum time limit for course completion. For more information, visit www.straighterline.com or call 202-507-7020 or 1-877-str8erline (1-877-787-8375).

About SMARTHINKING:

SMARTHINKING is the market leader in providing online tutoring and academic support to students. Their services were honored with the Software & Information Industry Association (SIIA) CODiE award for Best Instruction Solution for Students at Home. Schools, colleges, universities, libraries, government agencies, textbook publishers and other education providers partner with SMARTHINKING to increase student achievement and enhance learning. SMARTHINKING connects students to e-structor®-certified tutors for assistance in math, writing, science and business, up to 24/7, on any Internet connected computer. SMARTHINKING’s corporate office is located in Washington, D.C. For more information, visit www.smarthinking.com.

About CODiE Awards:

The CODiE Awards honor outstanding achievement and vision in the software, digital content and education technology industries. It is a peer-recognition program, providing an opportunity to be recognized by competitors, and it is the longest-running awards program in the software and information industry, established in 1986 by SIIA. SIIA is the principal trade association for the software and digital content industry. It provides global services in government relations, business development, corporate education and intellectual property to leading companies. SIIA works to promote the software and digital content industry, protect the intellectual property of member companies and inform the industry and the public.

TAGS:

SMARTHINKING, StraighterLine, Ryan Busch, Burck Smith, Online Education, Online Tutoring, Education Technology, Online Academic Support, E-structor, e-Scholars, StraighterLine for \$99, College Board, Software & Information Industry Association, SIIA, Best Virtual School Solution for Students, Aventa Learning, ClassLink LaunchPad, Florida Virtual School, NovaNET, Pearson, Fort Hays State University, Potomac College, Grand Canyon University, Ellis University, Charter Oak State College, *BusinessWeek* Magazine, *Chronicle for Higher Education*, *eSchoolNews*, *Washington Business Journal*

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