



FOR IMMEDIATE RELEASE

FOR INFORMATION CONTACT

Apperson Print Mgmt, Los Angeles, CA
Abel R. Garcia: (562) 927-4718x263
Email: agarcia@appersonprint.com

PRESS INFORMATION CONTACT

Young Co, Santa Monica, CA
Michael Zucker: (310) 899-3375
Email: mzucker@youngcompany.com

APPERSON LAUNCHES GRADEMASTER, THE NEXT GENERATION TEST SCORING MACHINE

New Product Gives Schools and Teachers Improved Accuracy, Time Savings, PC Compatibility and Unprecedented Testing and Assessment Flexibility, all at a fraction of the cost of existing test scoring machines

LOS ANGELES, CALIFORNIA, March 20, 2000 – Apperson Print Management Services today launched the next generation of test scoring machine for schools. The GradeMaster scanner gives teachers a low-cost, fast and accurate tool for administering teacher prepared tests.

"The GradeMaster is designed to give teachers and administrators exactly what they've been asking for, a low-cost, portable test scoring machine that makes their testing and assessment process quick, effortless, extremely accurate and flexible," said Bill Apperson, vice-president marketing for Apperson. "As teachers face increasing time demands and schools are under greater pressure than ever to accurately assess and improve student performance, GradeMaster gives schools a cost-effective way to put a powerful tool in multiple classrooms. Using GradeMaster, schools can maximize the amount of time teachers can actually spend teaching, and allow for more frequent and creative practice testing to monitor and improve student performance."

The GradeMaster incorporates several features never before available in a test scoring machine to simplify testing and scoring. The most significant, according to Apperson, is PC connectivity, which allows a teacher to instantaneously score the test and enter the score into PC-based grade books and thereby into district administrative programs. "Best of all," he continued, "the machine is simple to use, just plug it in and start scoring, it's so quiet that it allows teachers to score tests while class is in session."

-more-

APPERSON LAUNCHES GRADEMASTER, THE NEXT GENERATION TEST SCORING MACHINE – Page 2

To complement the GradeMaster, Apperson also released a new generation of test-scoring forms. This family of forms incorporates several enhanced features not available on existing forms. The GradeMaster scanner will work in conjunction with Apperson's complete line of Scantron compatible test-scoring forms.

Apperson also announced two ways for schools to get a free peek at the New GradeMaster. The first is an introductory offer for a free 30-day in-school trial of the machine, including a basic supply of test forms. If not completely satisfied, the school can return the scanner at the end of the trial period with no obligation. Additional information about the introductory offer can be found at <http://www.GradeMaster.com/offer> or by calling (800) 827-9219. The second are two random drawings, currently scheduled to be drawn on June 30, 2000 and October 31, 2000, in which Apperson is awarding three GradeMaster test scoring machines free of charge for the first year in each drawing. More information on the contest and complete rules can be found at <http://www.GradeMaster.com/rules>.

Apperson Print Management Services is a national provider of printed products and related inventory management, warehousing, distribution and fulfillment services for the Education, International Trade, Finance, Credit Union, Temporary Staffing and Video Industries. Apperson's primary products include business documents, letterheads, envelopes, commercial printing, labels, digital printing, data collection/surveys, promotional items and data supplies. In addition to carrying hundreds of stock forms, Apperson offers quality custom documents and tailored solutions for their customers' print and information requirements.

#