



NMC: The New Media Consortium

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For Immediate Release

McGraw-Hill Higher Education Online Learning is NMC's Newest Distinguished Partner

McGraw-Hill Higher Education Online Learning (www.onlinelearning.com) has formed an alliance with The New Media Consortium (NMC) as a Distinguished Partner, the highest level of corporate participation in the organization, and one that reflects a deep commitment to the goals and purposes of the NMC.

McGraw-Hill Higher Education Online Learning will develop new opportunities in online courses and adaptive learning technologies, an emerging sector that includes solutions tailored to a student's capabilities. Several existing McGraw-Hill online offerings are now part of the new unit, including: ALEKS, an adaptive Web-based artificial intelligence tutor developed by the ALEKS Corporation and distributed by McGraw-Hill; Primis Online, McGraw-Hill's custom publishing operation that offers over 900 e- textbooks and over 8000 cases in either online or print formats; and GradeSummit, an innovative online study tool that enables students to measure their knowledge level of a particular subject with references to specific texts.

McGraw-Hill Higher Education Online Learning also recently announced it's teaming with Cisco Systems, Inc., the worldwide leader in networking for the Internet. Through this innovative relationship, McGraw Hill will deliver a large and growing portfolio of interactive, online courses for students, for global distribution, wherever there is an Internet connection. McGraw-Hill is the first major educational content provider to take advantage of the power of Cisco Systems' Global Learning Network (GLN) – a scalable e-learning architecture – to offer these cutting-edge, high-tech learning solutions.

"We aim to harness the latest developments in technology to ramp up our ability to provide affordable online learning solutions that improve student performance," said Ed Stanford, president of McGraw-Hill Higher Education.

"The key success factor in this alliance is that the NMC and McGraw-Hill share a common value system built on ideals like community, collaboration, learning and innovation," noted Dr. Larry Johnson, CEO of the NMC. "Our mutual hope is that by working together, drawing on the dedication, skills, and commitment of the people in both of our organizations, this alliance will serve as a powerful catalyst for the expanded use of high-quality collaborative tools in support of research, knowledge sharing, learning, and large-scale projects."

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McGraw-Hill Higher Education is a unit of McGraw-Hill Education, the premier provider of teaching and learning solutions for the pre-kindergarten through 12th grade, post-secondary, higher education and professional markets. It is a division of The McGraw-Hill Companies, a global information services provider meeting worldwide needs in the financial services, education and business information markets.

According to Bill Barter, Vice-President of McGraw-Hill Higher Education Online Learning , "The shared goals of both organizations make our partnership a clear win-win. We are excited to be working with the NMC and look forward to demonstrating, through the direct use of our online tools and technology, innovative ways to foster real learning across higher education."

McGraw-Hill Higher Education Online Learning joins a prestigious list of companies supporting the work of the NMC. A complete list of NMC corporate partners and member institutions is available at <http://www.nmc.org/membership>.

The NMC (www.nmc.org) is a non-profit organization that connects leaders in colleges, universities, museums, and advanced technology companies that are working to define and explore new ways of teaching, learning, and creative expression.

McGraw-Hill Higher Education is a unit of McGraw-Hill Education, a leading global provider of electronic and print products for the pre-K through 12th grade, higher education and professional markets. It is a division of The McGraw-Hill Companies (NYSE: MHP), a global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's and Business Week. Founded in 1888, the Corporation has more than 280 offices in 40 countries. Sales in 2003 were \$4.8 billion. Additional information is available at <http://www.mcgraw-hill.com>.

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