
Cengage Learning Announces Expanded Partnership with the National Geographic Society

Cengage Learning to acquire National Geographic School Publishing and obtain extended rights to use the National Geographic brand in higher education and library markets worldwide

Stamford, CT, June 24, 2011 – Cengage Learning today announced the signing of a definitive agreement that significantly expands its strategic partnership with the National Geographic Society (NGS) including the acquisition of the NGS school publishing unit and extended use of the NGS brand. The new agreement reflects a truly precedent-setting relationship between a leading global provider of innovative teaching, learning and research solutions, and the world's pre-eminent educational and scientific media organization with demonstrated success in the classroom. Since 2007, Cengage Learning and NGS have collaborated to produce English language learning materials for kindergarten through adult education in the global marketplace with great success. The newly expanded relationship will further leverage NGS's world-class content – including images, video and articles – and Cengage Learning's pedagogical expertise in the U.S. and global education market.

Specifically, under the terms of the agreement, Cengage Learning will acquire National Geographic's digital and print school publishing unit, which includes the National Geographic Science series, an innovative core elementary science curriculum, National Geographic Explorer! Magazines, and Hampton Brown's literacy and language programs – resulting in the formation of a global literacy, English language learning and content publishing brand. As a result, educators, parents and students will benefit from a comprehensive portfolio of learning materials incorporating National Geographic's long tradition of quality, trust and inspiration with Cengage Learning's demonstrated track record of achievement in key learning metrics. The transaction is expected to close after the satisfaction of regulatory approvals and other customary closing conditions.

“Cengage Learning is very proud to partner with the National Geographic Society, one of the most recognized and respected organizations in the world,” said Ron Dunn, President and Chief Executive Officer of Cengage Learning. “This expanded partnership teams Cengage Learning with the National Geographic global brand and content assets in a powerful way that further strengthens our existing English language learning business and enriches our full range of educational solutions.”

Cengage Learning is currently NGS's exclusive international English language teaching partner. The new agreement extends that relationship for the development, marketing and distribution of NGS-branded materials across education in the school, higher education and library markets worldwide including in the United States for English language teaching. As one of the world's leading media brands, National Geographic reaches 400 million people annually and is home to one of the world's largest, most dynamic and inspiring content libraries. NGS assets include over 11 million images, 100,000 hours of NGS video, maps and illustrations and more than 120 years of articles from the Magazine and its other properties. Building on Cengage Learning's strong position in both the classroom and the library market, National Geographic's brand and content will add tremendous value across new and existing products.

“Cengage Learning has been an extraordinary partner to date, and we are delighted to expand our relationship, making Cengage our premier partner in education.” said John Fahey, Chairman and Chief Executive Officer, National Geographic Society. “Cengage Learning's scale, educational publishing expertise, and existing relationships within the international and domestic markets, particularly in the higher education space, enables us to expand the reach and impact of the Society's mission to inspire people to care about our planet. The first step in serving that mission is education, and we know the

power of compelling images and interesting stories to educate even as they engage learners at every level.”

About Cengage Learning

Cengage Learning is a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. The company's products and services are designed to foster academic excellence and professional development, increase student engagement, improve learning outcomes and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom. Cengage Learning's brands include Brooks/Cole, Course Technology, Delmar, Gale, Heinle, South-Western and Wadsworth, among others. For more information on Cengage Learning please visit www.cengage.com.

About The National Geographic Society

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to “increase and diffuse geographic knowledge,” the Society works to inspire people to care about the planet. It reaches more than 400 million people worldwide annually through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; school publishing programs; interactive media; and merchandise. National Geographic has funded more than 8,000 scientific research projects and supports an education program combating geographic illiteracy. For more information, visit nationalgeographic.com.