

Enhanced Website Will Increase Choices for Students Site Offers Textbook Rental, e-Books, e-Chapters, Audio Books and Digital Homework Solutions

Stamford, CONN - August 13, 2009

Cengage Learning, one of the world's leading providers of print and digital educational materials for the academic, professional and library markets, today announced that it will enter the print textbook rental market with the Fall 2009 launch of CengageBrain.com - a single destination providing students with the choice to rent or purchase the company's diverse array of learning solutions. CengageBrain.com will serve as the expanded version of the current iChapters.com. Cengage Learning is the first higher education publisher to offer a print textbook rental option directly to students, with titles available at a cost of 40 to 70 percent less than the suggested retail price, addressing customer demand for additional lower cost options.

The site will launch in December 2009 with an initial offering of several hundred titles for rent, followed by a more comprehensive roll-out of titles available for rent in July 2010. CengageBrain.com will serve as a one-stop shop offering students yet another choice when acquiring course materials, in addition to the current options of purchasing print textbooks, e-textbooks, individual e-chapters and audio books. The site will also include Cengage Learning's broad range of homework and study tools, features a selection of free content and offers discounts for purchasing multiple products.

"Cengage Learning is committed to providing innovative learning solutions to support a wide variety of learning styles -- from traditional print textbooks and purely digital solutions to a combination of the two," said Ronald G. Dunn, president & chief executive officer of Cengage Learning. "With the launch of our rental program on CengageBrain.com, we are adding another lower cost option for obtaining the high-quality content students and instructors have come to expect, designed to enhance student engagement and improve learning outcomes."

The rental process will be simple and convenient for customers. Students who choose the rental option will have immediate access to the first chapter of the book in e-book format and will also have a choice of shipping options. Once the rental term is complete, students can either choose to print a return label from CengageBrain.com and ship the textbook back, or purchase the title.

CengageBrain.com is the latest innovation from Cengage Learning, the first higher education publisher to offer a full-choice, direct-to-consumer online retail outlet and the first to sell e-textbooks by the chapter. The company has pioneered the development and delivery of a range of unique print and digital learning solutions, such as 4LTR Press, The Watch and Aplia.

For more information about Cengage Learning's direct-to-student retail offerings, visit www.CengageBrain.com.

About Cengage Learning

Cengage Learning delivers highly customized learning solutions for colleges, universities, professors, students, libraries, government agencies, corporations and professionals around the world. These solutions are delivered through specialized content, applications and services that foster academic excellence, professional development, and measurable learning outcomes. Cengage Learning's existing company and imprint brands include Heinle, Gale, Wadsworth, Delmar, Brooks/Cole and South-Western, among others. For more information on Cengage Learning please visit www.cengage.com.