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**Ignite! Learning Expands Educational YouTube Channel with
“Tourists in Space” Video**

**21st Century Curriculum Company Keeps Pace with Changing World by Serving Up
Timely Science and History Lessons Via YouTube**

AUSTIN, Texas – August 20, 2007 – Continuing its commitment to help educate and introduce school-age children to timely issues and scientific advancements often mentioned in the news, Ignite! Learning has delivered the latest installment in its YouTube Current Events Media release series. The new video, entitled “Tourists in Space,” explores the latest developments in privately funded space travel, and does so from a historical perspective, suggesting that someday we all may travel in outer space as easily as we take cross-country flights today.

Part history, part science lesson, “Tourists in Space” has joined the lineup on Ignite! Learning’s ever-expanding YouTube channel (www.youtube.com/ignitelearning), which the company launched in January. The video points to mankind’s celebrated milestones in world travel and how the “impossible” became commonplace. For example, after Columbus crossed the Atlantic, the Wright brothers flew at Kitty Hawk, and man landed on the moon. While only a few who can afford the million-dollar price tags have left the planet for pleasure rather than space business, the video suggests there are now commercial plans for space-travel ports, inflatable space hotels and freighters to carry supplies to space stations.

Ignite! Learning, a leading publisher of cutting-edge, comprehensive classroom curricula for elementary and middle school students, regularly posts video lessons to its YouTube channel to help teachers and students keep current with advances in science and issue-related events, providing a way for schools to overcome the problem of textbooks that quickly become outdated. For example, while textbooks have been slow to include the new classification of the ex-planet Pluto, Ignite! was able to leverage YouTube as a mass-market delivery system and offer teachers a tool to quickly address such a cosmic change with an online curriculum update.

“The ability to rapidly respond to current events gives teachers the means to provide added depth to lesson topics that are thrust to the forefront of the news,” said Terry Sullivan, vice president of sales and marketing for

Ignite! Learning. “A classroom discussion in space travel is not only a lesson in history or science, it’s a chance to inspire students about what they can make possible and how it may affect our lives. A teacher adding the topic of space tourism to the classroom discussion certainly grabs their attention.”

Ignite! Learning current events content, which helps connect what kids are learning in school with what’s happening in the news, is made available for free at www.ignitelearning.com and on YouTube at www.youtube.com/ignitelearning.

About Ignite! Learning

Ignite! Learning is committed to helping teachers by creating classroom solutions that are comprehensive, motivational, and easy-to-use. The company’s curriculum is rooted in current research on best practices for teaching middle and upper elementary school students. Public and private schools in more than 22 states, the District of Columbia and Puerto Rico have adopted Ignite! Learning’s COW (Curriculum On Wheels) to help improve student performance in science and social studies. Ignite! will release a comprehensive mathematics curriculum, the Math COW in Fall 2007. For more information on Ignite! Learning, visit www.ignitelearning.com.

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