

Addressing Some Rumors and Confusion Regarding Let's Go Learn

Dear Valued Customer:

Over the last several months we have been receiving growing feedback from customers expressing confusion about the future of our company, new services, and the relationship between Let's Go Learn & Curriculum Associates. I am writing to you today to reconfirm our commitment to providing outstanding products and services and to clarify issues surrounding our company, our products, and those of our competitors.

First, a few facts about Let's Go Learn:

- Let's Go Learn is not downsizing. We are actually growing and are hiring more employees.
- *DORA* and *DOMA* are not being discontinued, phased out, renamed, or replaced by any other new product.
- We have launched a new exciting instructional product series called the *LGL Edge Series*.

A few facts about Curriculum Associates:

- Curriculum Associates is Let's Go Learn's exclusive U.S. and Canadian distributor. They do not own *DORA*, *DOMA*, *Unique Reader*, or *Unique Math*. They have the right to resell some of our products for a royalty through 2012.
- Curriculum Associates has released a competing product called *iReady*. It is a platform and contains multiple products.
- Curriculum Associates has an interest in encouraging customers to switch from *DORA* and *DOMA*, which are LGL's products, to *iReady*, which is a CA product.

While it is unusual for an "exclusive" reseller of one company's products suddenly to be selling potentially competing products, it does happen. We are happy to compete with *iReady* or any other product. Our hope is that you clearly understand the situation as you evaluate the merits of *iReady* and *DORA/DOMA*. What we don't want is for anyone to provide you with misleading information.

With that said, I think you should see this as a good thing. Let's Go Learn and Curriculum Associates together will be offering a greater number of products, which means more choices for you. We strongly recommend that you check out all products available in the marketplace, and we welcome an opportunity to discuss the strengths of our products with you.

If you have any unanswered questions about our products, feel free to directly contact me or anyone else at Let's Go Learn. As always, we are committed to helping you improve the education of your students.

Sincerely,

Richard Capone

CEO

Let's Go Learn, Inc.

rcapone@letsgolearn.com

Direct: 510-558-8844

General: 1-888-618-7323

P.S. If you have more questions about this situation, you can click on this detailed FAQ link (FAQ).

If you have received confusing information and would rather contact us electronically, please fill out this support issue form and we'll get back to you ASAP.
(Support Issue Submission)