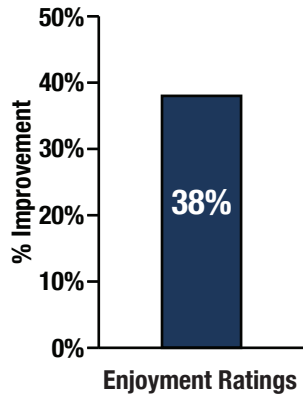




## Proven Results

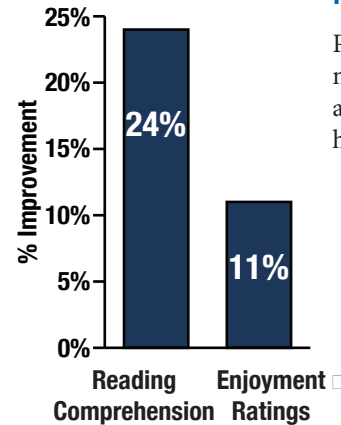
### Publishing — Magazines

People who read a ReadSmarted Reader's Digest article gave it 38% higher ratings in writing quality, enjoyment, and ease of understanding, than those who read the article in normal format.



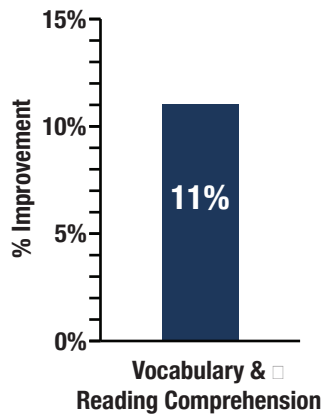
### Publishing — Newspapers

People who read a ReadSmarted Tucson Citizen newspaper article understood it 24% better than articles in normal format; they also gave it 11% higher ratings in writing quality.



### Education — Textbooks

Fifth grade students with below average reading ability had 11% better understanding with ReadSmart than normal format, improving their vocabulary and comprehension to above average student level.



### Print Advertising — Direct Mail

Across 5 independent tests to 393,176 households, donations were 48% higher and responses 22% higher to non-profit donor acquisition mailings using ReadSmart.

