



Magic Johnson Enterprises & EdisonLearning to Collaborate on Education and Workforce Readiness in Urban Communities

Dropout Prevention and School Improvement are Focus of Strategic Alliance

Los Angeles, CA (September 12, 2011) – Stressing that education is “an essential component of any effort to grow, improve, and redevelop the social and economic fabric of urban communities,” Earvin “Magic” Johnson announced today that Magic Johnson Enterprises and EdisonLearning, a leading international educational services provider, will work together to advance effective and sustainable programs to educate America’s urban students and help turnaround underperforming public schools. The strategic alliance will operate under *Magic Johnson-EdisonLearning Assist*.

“Improving the quality of life for people residing in urban areas is my life’s passion, and through Magic Johnson Enterprises we have been part of positive change in these communities,” Mr. Johnson said. “When just over 40 percent of students in Los Angeles, Houston, and Baltimore are graduating from high school; and less than 30 percent of black males in New York, Detroit and Miami – steps need to be taken to recapture these students into the education system to better their opportunities in life. Magic Johnson-EdisonLearning Assist will directly address this crisis.”

“Through partnerships with urban school districts throughout the United States, we want to link Mr. Johnson’s passion and leadership for improving the quality of life in urban communities – with the expertise we have developed over the past 20 years helping to improve urban schools,” said Jeff Wahl, President and CEO of EdisonLearning. “Our focus is to provide effective educational options for urban students, to prepare them for the workforce, and to help turnaround underperforming public schools.”

Magic Johnson-EdisonLearning Assist will offer assistance to school districts through two educational solutions:

- *Magic Johnson Bridgescape Learning Centers* will be established for urban high school-age students who have already left school, or who are at risk of leaving, and want to earn a standard high school diploma; and,
- *Alliance School Turnaround Initiatives* will partner with local school districts to establish structures that ensure high performance on an ongoing basis.

“The education professionals at EdisonLearning have established a solid record for improving urban and underperforming schools,” Mr. Johnson said. “The work they have done on behalf of children in some of the most challenging schools and communities in the nation is the reason I chose to work with them on this effort.”

Mr. Wahl pointed out, “Every student in the United States, regardless of ethnic or economic status, should have access to education that enables them to succeed. *Magic Johnson-EdisonLearning Assist* provides an important safety net for students who have left or are at risk of leaving the traditional school setting. The positive impact of their success is important not only for the students themselves and their communities, but also the nation as a whole.”

Magic Johnson Bridgescape Learning Centers will be unlike a traditional school setting, providing a blend of one-on-one and group instruction, infused with interactive online offerings specifically tailored for each individual student. EdisonLearning already operates eight *Bridgescape* Centers in Ohio – four each in Columbus and

Cleveland; and this month opens three new centers in Cincinnati. Each *Bridgescape* Center provides educational services for 100 to 150 students seeking to earn their high school diploma.

By partnering with local school districts, the *Alliance School Turnaround* Initiative will provide dedicated EdisonLearning Achievement Teams to work with school leadership to implement turnaround plans using proven achievement systems and leadership development, curriculum and instruction, student management and learning environment programs that are customized to meet school districts' priorities. EdisonLearning is currently providing school improvement/turnaround services for 80 schools in Virginia, Maryland, Hawaii, Delaware, and Nevada.

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About Magic Johnson Enterprises

Magic Johnson Enterprises, formed in 1987, serves as a catalyst for community and economic empowerment by making available high-quality entertainment, products and services that answer the demands of ethnically diverse urban communities. Through investment, partnership and consultation, Magic Johnson Enterprises has a portfolio of companies that strategically work together to reinforce the organization's focus on serving emerging, multicultural communities. Learn more at www.magicjohnson.com.

About EdisonLearning

EdisonLearning is a leading international educational solutions provider. Our education reform heritage gives us unique perspective and experience in providing our partners effective solutions to improve student achievement. EdisonLearning currently serves partners in 25 states, the United Kingdom and the Middle East through 391 school partnerships. For more information: www.edisonlearning.com.

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