

***For Immediate Release***

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**Pearson Education and *The New York Times* Expand Relationship to Offer Students and Professors Enhanced Content**

Program Includes New Content License, Web Site Feeds and Bundled Print Subscriptions

Upper Saddle River, NJ - September 3, 2002. Pearson Education, the leading worldwide educational publisher (a Pearson company, NYSE: PSO), and The New York Times Company (NYSE: NYT) announced that they have expanded their relationship to bring current and archived New York Times content to professors and students via print, online and electronic platforms. Pearson Higher Education imprints, including Prentice Hall, Addison Wesley, Benjamin Cummings, Longman, and Allyn & Bacon, will be able to enrich textbooks, supplementary materials and companion Web sites with award-winning, relevant New York Times content.

The partnership builds upon the long-standing New York Times relationship with Pearson's Prentice Hall division, which for the past fifteen years has distributed its "Themes of The Times" newspaper supplement to college students across the nation.

Themes will now be available in both print and electronic formats, and all Pearson Higher Education imprints will participate in the program. In addition, a new license will enable Pearson Higher Education authors to use Times articles and photographs dating back to 1851, when The Times was first published, to enhance new and revised print textbooks and help teach students real-world applications of theories and concepts.

Pearson will also launch a higher education Web site designed to help students conduct research projects. The Web site will feature full-text feeds of current and archived New York Times articles, organized by academic discipline. In addition, Pearson will bundle discounted semester-length student subscriptions for the print and electronic editions of The New York Times with select Pearson textbooks.

"The New York Times has been a valuable partner for years," says Will Ethridge, president, Pearson Higher Education and Professional Publishing Division. "We are confident our expanded agreement will not only transition much of the content

delivery of our partnership to the Internet, but also serve as a base for future joint projects to better serve the needs of college students."

"We are pleased to expand our relationship with Pearson beyond the printed Themes of The Times to incorporate multiple *Times* assets - The New York Times newspaper, News Services, NYTimes.com and The New York Times Electronic Edition," said Thomas Carley, president, News Services, The New York Times. "We look forward to introducing new audiences to *Times* journalism through this innovative program with Pearson."

### **About Pearson Education**

Educating 100 million people worldwide, Pearson Education is the global leader in integrated education publishing. With such renowned brands as Prentice Hall, Longman, Scott Foresman, Addison Wesley, NCS Pearson, and many others, Pearson Education provides quality content, assessment tools and educational services in all available media to a worldwide marketplace, spanning the learning curve from birth through college and beyond. Pearson Education is also the global leader in online learning with nearly 2,000 textbook companion Web sites, the InformIT website for technology professionals, and Family Education Network, the award-winning online resource for parents, teachers, and children. For more information, visit [www.pearsoned.com](http://www.pearsoned.com). Pearson Education is part of Pearson (NYSE: PSO), the international media company. In addition to Pearson Education, Pearson's primary operations include Financial Times Group and the Penguin Group.

### **About The New York Times Company**

The New York Times Company (NYSE: NYT), a leading media company with 2001 revenues of \$3.0 billion, publishes The New York Times, The Boston Globe, and 16 other newspapers; owns eight network-affiliated television stations and two New York radio stations; and has more than 40 Web sites, including NYTimes.com and Boston.com. In 2002 the Company was ranked No. 1 in the publishing industry in Fortune's list of America's Most Admired Companies. Among all 530 companies on the list, the Company ranked No. 1 in quality of products/services and No. 1 in social responsibility. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.