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**ETS's *Criterion*SM Online Writing Evaluation Wins
Technology & Learning Magazine's 2005 Award of Excellence**

Princeton, N.J., Oct. 26, 2005 –ETS's *Criterion*SM Online Writing Evaluation has won a 2005 Award of Excellence from *Technology & Learning* magazine. The award recognizes innovative and best-of-breed K-12 curriculum products.

Criterion is a Web-based instructional tool that allows students to submit essays for immediate evaluation, including a holistic score and annotated diagnostic feedback on their grammar, usage, mechanics, style, and organization and development. About a half million elementary, middle, high school and college students across the United States and around the world have used the *Criterion* service.

According to *Technology & Learning*, all 45 of its 2005 Award of Excellence winners will be featured in the magazine's December 2005 awards issue.

"ETS is honored to accept an award from such a prestigious publication, and we are thrilled that the *Criterion* service is generating the excitement we believe it deserves," says Deloris Flint, Executive Director of Product Development for ETS's Elementary & Secondary Education Division.

"*Criterion* is a great example of ETS's commitment to providing innovative instructional tools for promoting student achievement.

"Writing proficiency is a critical life skill, but for many teachers, it is difficult to find and commit the amount of time it takes to help each student develop that skill," Flint adds. "*Criterion* reduces turnaround time by giving immediate feedback about the student's grammar, usage, mechanics, style, and organization and development. It also gives teachers the opportunity to take a microscopic look at each student's essay to make informed instructional changes."

ETS released an upgrade to its *Criterion* service in August. Enhancements to *Criterion* v4.0 include:

- increased accuracy of holistic scoring through ETS's automated essay-scoring engine, *e-rater*[®]
- new reports for teachers with details about the progress students are making on their essays, the access habits of each student, and holistic-score summary reports by essay for each class
- charts and graphs displaying score, error and comment data
- the ability to aggregate data by class, school or district, for district assignments
- trait-indicator messages that help pinpoint trait areas that need more attention

- new Spanish/English bilingual Writer's Handbook, with associated bilingual feedback messages
- user conveniences, such as the ability to archive student portfolios and easily import and export data
- technical improvements that help prevent students from deleting unsaved essays

The *Criterion* service is an instructional tool under ETS's *System 5*TM suite of K-12 products and services designed to improve school performance and student achievement.

For more information about the *Criterion* service, visit www.ets.org/criterion. For an online tour, visit www.ets.org/criteriontour.html.

About *Technology & Learning*

Technology & Learning (www.techlearning.com), published by CMP Media LLC, San Francisco, Calif., is the number one publication in the K-12 educational technology market. In 2002, *Technology & Learning* was recognized for its commitment to excellence, receiving several of the industry's top media accolades, including a Maggie Award for Best How-To Article. In 2003, the magazine received two Distinguished Achievement Awards from the Association of Educational Publishers.

About ETS

ETS is a nonprofit institution with the mission to advance quality and equity in education by providing fair and valid assessments, research and related services for all people worldwide. In serving individuals, educational institutions and government agencies around the world, ETS customizes solutions to meet the need for teacher professional development products and services, classroom and end-of-course assessments, and research-based teaching and learning tools. Founded in 1947, ETS today develops, administers and scores more than 24 million tests annually, in more than 180 countries, at over 9,000 locations worldwide. Additional information is available at www.ets.org.

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