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**TECHNOLOGY-BASED EDUCATION COMPANY – K12- SPONSORS**  
**POPULAR SPORTS CHALLENGE EXHIBIT AT THE FRANKLIN INSTITUTE**

**Philadelphia, PA July 12, 2010, --** The Franklin Institute has announced that **K12 Inc.** is the new presenting sponsor of its popular *Sports Challenge* exhibit. **K12** is the nation's largest provider of proprietary curriculum and online education programs for students in kindergarten through high school. The support and partnership of K12 will allow The Franklin Institute to continue to expand and improve its unique brand of hands-on science and technology education.

*"We are thrilled to have the generous support of K12,"* said Dennis Wint, President & CEO of The Franklin Institute. *"Over the past 10 years, The Sports Challenge exhibit has educated visitors of all ages on the important role science plays in all sports - and it is as popular as it is enlightening."*

*"K12 is proud to partner with The Franklin Institute as the Presenting Sponsor of The Sports Challenge exhibit,"* said Jeff Kwitowski, K12's VP of Public Relations. *"We strongly support the Institute's mission to inspire a passion for learning about science and technology, as it closely relates to our own mission of offering engaging educational and learning opportunities to all children in Philadelphia and throughout the world."*

To kick-off the new partnership, representatives from **K12** will be on hand at The Franklin Institute's Race Car Day on July 28. Race Car Day is an annual event at The Franklin Institute spotlighting *The Sports Challenge* exhibit, which focuses on the science of sports.

*The Sports Challenge* exhibit at The Franklin Institute is a 5,500 square foot exhibit that combines the wonder of science with the thrill of sports through exploration of mechanics, materials used to play in sports, and the human body. The popular exhibit, celebrating its ten year anniversary this year, showcases 12 super-interactive "challenges" plus four virtual reality games and is designed to engage visitors as young as eight years old at all skill levels.

**About K12 Inc.**

K12 Inc. (NYSE: LRN), a technology-based education company, is the nation's largest provider of proprietary curriculum and online education programs to students in grades K-12. K12 provides high quality, customized education solutions to school districts, charter schools, and directly to families ranging from individual courses to classroom and hybrid programs to full-time virtual school programs. K12 Inc. also operates the K12 International Academy™, an accredited, diploma-granting online private school serving students in over 40 countries. K12 provides its curriculum and school services to online public schools in 25 states plus the District of Columbia. Since the company was founded in 1999, it has delivered over 1.5 million courses to more than 150,000 students in the U.S. and across the world. More information can be found at [www.k12.com](http://www.k12.com)

**About The Franklin Institute**

Founded in honor of America's first scientist, Benjamin Franklin, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. It is dedicated to creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its namesake. For more information, please visit [www.fi.edu](http://www.fi.edu).

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