

Vin Riera  
VP of Sales  
PLATO Learning  
Opening Script

**Vin:**

Hey, everybody. Welcome to Phoenix and our annual conference! It's great to be here in the sunshine. It matches our bright outlook and promising future.

Some of you know me...some not at all... so by way of introduction I just want you to know---I'm out there. I'm not shy. I like direct talk. Upbeat honesty. And I see opportunity in everything.

Where do I get these open, positive attitudes?

One word---estrogen.

Now let me explain. I live with a wonderful wife and three beautiful daughters---a six year-old and twin two year-olds. They keep me going, motivated, learning and believing that each day is better than the next.

We're a team, my family. And so are we--- everyone in this room. I believe in helping to

build teams of strong individuals. Because at the end of the day, we create one, unified breakthrough bottom line result.

So everybody...please stand up.

Now face the wall to your left. That's right.

Turn your back on each other.

Now place one hand on the right shoulder of the person in front of you.

You have got each other's back. If you're on the far aisle...it's all symbolic. But I want you to remember that we are in this together with all oars pulling in the same direction.

None of us is alone. And as a cohesive team...we are unstoppable. We are successful when the team is successful---and that includes me. So each of us needs to do our part and propel the whole boat forward.

And remember this big advantage of working as a team—

“We have only one person to blame, and that's each other.”

Thanks for indulging me. Please sit down now and indulge me some more.

	<p>Since we're in the education business, I thought I'd pepper my presentation today with a few tidbits of information that might expand your knowledge banks. And maybe a pop quiz or two.</p> <p>Some of you may think you're too smart already. Did you know there's actually a new 900 number where you can call and test your IQ? It costs \$5.95 a minute. I understand the test is very simple. If you call at all you're an idiot. And if you stay on the line for 3 minutes or more you're a moron.</p> <p>That's right---and the rest of us who don't call at all are all geniuses. So let's put our brilliant minds to work.</p> <p>Here's your first knowledge byte: Light travels faster than sound. That is why some people appear bright...until you hear them speak.</p> <p>Let's hope that's not the case for me up here right now. We'll get going now and see...</p>
	<p>The march of the big statistics. That's what we at headquarters have been affectionately calling the video you saw right before I came up.</p>

	<p>(Insert some statistical examples here)</p> <p>We are looking at some big numbers. Awesome potential. And quite frankly, that's why I'm here.</p> <p>Because I think this industry is about to explode. It is about to break through...right when we at PLATO have broken through.</p> <p>And when we collide...and I believe that's going to happen in a big way in 2008...we will experience an unbelievable upside.</p>
	<p>The timing is right for us, because there are two drivers that are changing the dynamics of our industry. One is the fact that public education is in trouble.</p> <p>While No Child Left Behind drives funding for improvement, drop-out rates are increasing. 30% of all students. It's unbelievable.</p> <p>70% of students entering high school do not read at grade level.</p> <p>35% of those entering a 2-year college still need high school algebra.</p>

So there are big gaps and big issues. The need that we see out there is both wide and deep.

The other driver is the evolution of the marketplace toward technology. We're seeing the convergence of print and digital tools. Increased funding for technology solutions. Extensive technological integration. And an overhaul of how curriculum is taught in U.S. schools---with a focus on technology solutions.

The industry is migrating right toward us and it makes sense. Today's students are digital natives---not digital immigrants. They accidentally punch their passwords into the microwave. They have never played a game of solitaire with real cards. And they are more than ready for technology based education.

In short, all signs point toward growth for our industry---and PLATO---because we are offering superior solutions at exactly the right time in history.

That's right. Don't let the fact that I look 12 fool you, I've been around.