



Who We Are...What We Do

- ▲ The creator of sponsored education materials - custom programs for corporations, trade associations, government agencies and non-profit organizations.

- ▲ A full-service publisher with an in-house creative team dedicated to developing programs that meet client objectives and national curriculum standards.

- ▲ A non-profit 501-c3 organization, partnered with RE@L Inc, the product development and marketing company targeted on delivering custom products to the school market giving our programs:
 - Broad exposure to huge markets
 - Opportunity to generate royalty income back to RE@L INSTITUTE

- ▲ Develop in-school strategies that achieve clients' public relations, corporate communications and marketing goals.

- ▲ Connect clients to students, teachers and parents through the America's classrooms.

- ▲ Reach 52 million Preschool/Daycare and K—12 students, their parents, and over 3 million educators.

- ▲ Enable clients to support schools by providing free, much needed educational resources that enhance all learning styles, are timely, contemporary and easy-to-implement curriculum supplements on a wide range of topics.

- ▲ Provide clients with valuable tracking information and educator feedback.



Bridging the Interests and Needs of Clients, Teachers and Students

We provide full turnkey services including multiple modalities of related electronic-delivered product. The RE@L Institute provides the content custom-built to meet the needs defined by the client.

Formats Multiple Modalities:

- ▲ Teacher Guides/Student Worksheets/Posters
- ▲ Stickers/Bookmarks/Premiums/Samples/Coupons
- ▲ Parent Brochures and Take-home Activities
- ▲ Video/DVD/CD
- ▲ Web-based Content/Apps

Market Demographics:

Reach every school in America or target specific markets: national, regional or local markets, which can be segmented by age, grade, ethnicity, income or DMA

Estimated Market Size

Preschool/Daycare — 4.7 million families

Elementary — 27 million students

Middle and Junior High — 10 million students

Senior High — 15 million students

Parents — 52 million adults

Teachers and Administrators (Pre K-12) — 3 million in 120,000 schools

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