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Subject: Manufacturer of Reply® Wireless Audience Response/Voting Systems designs another RF interactive keypad for USA's top reseller of student response keypads

FOR IMMEDIATE RELEASE

Fleetwood Group, Inc., the USA's top designer and manufacturer of radio frequency (RF) keypads purpose built for audience response and electronic voting applications, just launched another product with **eInstruction Corp.**, the leading provider of keypads for student response and classroom testing applications.



The *new CPSrf* is a second generation two-way wireless polling and testing keypad for education customers worldwide. The system is an innovative combination of Reply®, Digiscore®, and CPS hardware and software methods. The *new CPSrf* merges the best of Fleetwood's and eInstruction's intellectual properties into a full-featured and affordable LCD-equipped keypad for classroom assessment, standards-based instruction and other common student response

activities. Additionally, new advanced features allow the product to be used in some high risk testing situations that were previously served only by paper-based exams.

“This is a great addition to our product portfolio as well as another solid step in partnership with the industry's most formidable interactive keypad selling team,” said Pat Moody, Vice President of Sales and Marketing for the Electronics Division of Fleetwood. “Fleetwood's an RF solutions manufacturer, so we rely on ‘value add’-oriented channel partners to write software and manage all aspects of the solution's distribution. We've been positioning our Reply® brand family and its many private labeled versions into corporate and government markets while eInstruction branded products

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have so far targeted the education market.” He added: “We’re pretty much everywhere now, and we’ve done it in a way that has deliberately preserved our behind-the-scenes role. We’re very excited to see our partners be successful and enjoy name recognition. Our view is that Fleetwood’s name doesn’t have to be on everything just so long as our technology’s under it. That’s win-win.”

By incorporating Fleetwood’s patented and proven RF technology, eInstruction’s *new CPSrf* system delivers the following advanced features:

- Multiple modes of operation.
 - Teacher Managed Assessment (TMA) for group polling during classroom Q&A.
 - Student Managed Assessment (SMA) for individual scoring during self-paced testing.
- Compact case housing a tactile keyboard and 2-line LCD.
 - Displays mode of operation, question number, stored and sent responses, correct/incorrect answer status, and more.
 - Provides visual confirmation to the user that the system processed each entry.
- Two-way spread spectrum radio with proprietary communications protocol.
 - Frequency hopping offers high immunity to interference/interception and aids performance in the presence of other wireless devices (wireless LANs, WiFi, etc.).
 - Patent pending ‘AutoJoin’ function allows fast and secure user registration in classes and auditoriums alike.
 - Long range (up to 450 feet) and high system capacity (75 base IDs, each capable of managing 1,000 keypads per base station)
- Proven CPS software.
 - Records student performance and allows instructors to concentrate on teaching.
 - Renown for classroom learning, standards integration, and accountability.

The *new CPSrf* is manufactured by Fleetwood’s Electronics Division in Holland, Michigan. This division designs and manufactures innovative portable electronic meeting and learning tools. Its flagship product – the Reply® Wireless Audience Response/Voting System (more info: www.replysystems.com) – is used in conferences and seminars, focus group facilities, TV studios, and other venues to rapidly survey and score audience opinions.

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Fleetwood Group, Inc. is a 100% Employee-Owned company, one of approximately 2,000 wholly-owned and 11,000 partially-owned organizations in the USA (reference: ESOP Foundation, www.esopassociation.org). In May 2006, Fleetwood was named the best employee stock owned company in the USA by The ESOP Foundation.

Founded in 1955, Fleetwood continues a rich heritage of striving to be a Christ-centered organization. For more information about Fleetwood and its electronic meeting and learning products, please visit www.fleetwoodgroup.com. Or call 616-396-1142 (or 800-257-6390 toll-free in USA). Give us a call! Let's Interact!®

eInstruction Corp. designs classroom testing, performance management, and administration software for education customers. In combination with their software, eInstruction sells infrared (IR) and radio frequency (RF) interactive keypad solutions. All of eInstruction's RF keypads are manufactured by Fleetwood. eInstruction has also pioneered one of the most successful and widespread higher education sales models for RF student response keypads. This Denton, TX company has been recognized by industry experts as the leading provider of interactive keypad solutions to education. For more information about eInstruction, please visit www.einstruction.com. Or call 888-707-6819 (toll-free in USA).



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