
Marathon Projects Ltd.

American Map Signs License Agreement With The World Almanac To Market Atlases & Maps

First Time an Atlas & Map Program Developed Using World Almanac Brand and Content

(Midland Park, NJ - January, 2004) World Almanac has joined forces with American Map Corporation to produce The World Almanac Atlas & Map Collection. Marathon Projects Ltd., the licensing agency for World Almanac, represented World Almanac in the transaction.

This will be the first time an atlas and map program has been developed using the World Almanac brand and content. The new product line will be released in the Spring/Summer 2003.

Ken Park, Publisher of The World Almanac, said, "We have been the leader in our market for 135 years, and the opportunity to partner with another industry giant is a crucial step in our long-term initiatives to grow the World Almanac brand. The fit couldn't be more perfect, and the potential co-publishing initiatives between our two firms are almost limitless. We expect our retail and education account base to benefit from this new addition to our extensive licensing program."

"We are very excited to be working with World Almanac to develop and publish atlases and maps under its highly respected brand," said Stuart Dolgins, President of American Map Corporation. "As an independent publisher with over seventy five years of experience in the map business, we expect this to quickly become one of the most popular, bestselling brands in the market. With American Map's superb cartography and the wealth of data that World Almanac can provide, we expect to introduce maps and atlases that will be the envy of everyone in the industry — and very strong sellers. Colleges, schools, libraries, researchers, and students will find this line of books to be the pearl of atlases that all future atlases will model themselves after," Mr. Dolgins added.

Craig Kalter, President of Marathon Projects, added, "World Almanac is the #1 brand in the reference market, with an 80 percent market share. It has sold over 80,000,000 copies since it was first introduced 135 years ago. American Map is also one of the leaders in its market, famous for producing authoritative and high-quality products. The alliance between World Almanac and American Map makes for a perfect fit."

About American Map

Since 1923, professionals, students, drivers, and travelers throughout the world have relied on American Map Corporation's authoritative maps and atlases. The company's extensive line couples Old World cartographic techniques with digital technology and showcases political reference maps, road and street maps, physical maps, and business maps. American Map, publishes an array of maps in every conceivable format, including atlases, wall maps, pocket maps, and laminated editions. American map is part of The Langenscheidt Publishing Group. Other brands in this group include Hammond World Atlas, Insight Guides, Berlitz Publishing, Hagstrom Map, ADC The Map People, and Arrow Map. For more information visit: www.americanmap.com

About The World Almanac

Since 1868, The World Almanac has been America's premier reference brand. For 135 years, The World Almanac has remained the information source of choice for people who want quick access to information they know they can trust. The World Almanac is found in more homes, schools, libraries, and businesses than any other reference source. It is highly regarded and quoted by almost every major

news medium on a regular basis. The World Almanac is published by World Almanac Education Group, a division of WRC Media.

For more information visit: www.worldalmanac.com & www.worldalmanacforkids.com.

World Almanac Education Group is a division of WRC Media Inc., a leading publishing and media company, creates and distributes innovative supplementary educational materials for the school, library, and home markets. WRC Media's product suite includes some of the best-known brands in education, recognized for their consistent high quality and proven effectiveness. WRC Media Inc. has two principal operating units:

The Assessment, Curriculum and Electronic Group is comprised of AGS® and CompassLearning, Inc.

AGS® is a leader in producing highly reliable and valid behavior, ability, achievement, and speech-language assessments for all ages. The company also publishes a variety of high-interest, low-reading-level textbooks for middle and high school students, as well as curriculum-based assessment software and test preparation programs.

CompassLearning™ is the leader in research-driven, standards-based innovative-learning solutions that provide choices to help teachers manage student performance, personalize learning, and connect communities of learners. With over 7,000 hours of curriculum and instruction, more than 20,000 schools use CompassLearning™ solutions.

The Reference and Periodicals Group is comprised of World Almanac Education Group, Weekly Reader Corporation and Lifetime Learning Systems.

World Almanac Education Group, Inc. publishes The World Almanac®, The World Almanac for Kids®, Facts On File® news periodicals and Internet services, Gareth Stevens books, and the Funk & Wagnalls® Encyclopedia. The company distributes high quality books to schools and libraries.

Weekly Reader Corporation publishes Weekly Reader® periodicals serving over 11 million school children. It also publishes other branded periodicals and instructional materials, including Teen Newsweek™, published for middle and high school students.

Lifetime Learning Systems® is the recognized leader in developing customized educational programs. Lifetime's programs are customized for sponsors, including corporations, nonprofit associations and government agencies that have the need to cost effectively convey important public relations and marketing messages to targeted audiences.

Information in this press release contains forward-looking statements, including statements regarding our expectations, beliefs, intentions or strategies that involve a number of risks, uncertainties, and assumptions. Should any of the risks or uncertainties develop into actual events, or our assumptions prove to be inaccurate, actual outcomes and results could differ materially from what is expressed in such forward-looking statements and these developments or inaccuracies could materially and adversely affect our business, financial condition and results of operations. Risks and uncertainties relating to WRC Media's and its subsidiaries' businesses are set forth in the documents and reports filed from time to time with the Securities and Exchange Commission.