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Christine Kless

ckless@smartcatalog.com

Harcourt Assessment Launches *Solution Specialist*

Solution Specialist, a new tool based on Smart Catalog by Endeavor Commerce, provides guided assistance to customers when ordering from HarcourtAssessment.com.

DALLAS, TX – December 20, 2005 – In an effort to increase customer satisfaction, leading test developer and publisher, Harcourt Assessment, Inc., has implemented Smart Catalog by Endeavor Commerce.

The new Web site feature, *Solution Specialist*, provides detailed information and guides customers through a simple, step-by-step question process that helps customers select assessments that are right for their testing needs. Quotes are produced and can be used to verify purchase orders or in the future as worksheets.

“In developing the *Solution Specialist*, our goal was to make it as easy as possible for customers to do business with us,” said Gail Ribalta, vice president of marketing for Harcourt Assessment. “We have a broad range of assessments for educators, clinicians and human resource professionals to choose from, and we want to ensure they obtain the right solution that meets their needs as efficiently as possible.”

The selection of Smart Catalog was a result of engaging Harcourt’s best customers in the development process. What Harcourt learned was that while most customers liked to buy from the Web site, they sometimes had difficulty knowing what to buy and would need the help of a sales or customer service representative. The goal was to have the guided selling on the Web site have the intelligence of Harcourt’s best representatives. By doing so, it will be faster and easier for Harcourt’s customers to find and buy what they want.

Through extensive research, Harcourt found Smart Catalog by Endeavor Commerce. “We are thrilled that we found the Smart Catalog solution,” Ribalta said. “The big win with Smart Catalog is that it is directly integrated with our current technology platform with highly successful deployments so we will also dramatically improve the process and workflow around ordering.”

Smart Catalog, known as *Solution Specialist* at Harcourt, provides product selection and ordering assistance for some of Harcourt’s most widely-used assessments, including the Stanford Achievement Test Series, Tenth Edition (Stanford 10); the Stanford English Language Proficiency Test (Stanford ELP); the Otis-Lennon School Ability Test[®], Eighth Edition (OLSAT[®] 8); and the Aprenda[®] 3 Spanish-language achievement test.

In addition, the *Solution Specialist* supports all Harcourt Assessment product line catalogs -- educational, psychological, speech and language, occupational and physical therapy, and talent assessment -- and guides customers to the right assessments through a series of simple questions tailored to fit their specific occupational needs.

“We are very excited that a leading international company like Harcourt has implemented Smart Catalog,” said Sean Myers, CEO of Endeavor Commerce. “We know that Harcourt has made a great decision and their customers will reward them.”

To learn more about Smart Catalog, please visit www.smartcatalog.com.

About Endeavor Commerce, Inc.

Endeavor Commerce is the leading provider of quote-to-order solutions for mid-size companies and divisions of Fortune 500 corporations. Endeavor Commerce’s Smart Catalog automates the quote, proposal and order process of complex products and services by combining configuration with CRM and eCommerce. Smart Catalog is the only configurator certified by Sage Software and Microsoft for their market-leading platforms.

About Harcourt Assessment

Based in San Antonio, Harcourt Assessment is a leading provider of high-quality assessment instruments and testing programs used by educators, psychologists, speech-language pathologists, occupational therapists, human resource professionals, admissions and credentialing professionals, and businesses. Through the development of custom statewide educational testing programs, Harcourt is helping more than 20 states meet the accountability requirements of the federal No Child Left Behind Act.

The company is a unit of Harcourt Education, which is the global education brand of Reed Elsevier Group plc (NYSE: RUK and ENL). Reed Elsevier is a world-leading publisher and information provider operating in the science and medical, legal, education and business-to-business industry sectors.

Visit Harcourt Assessment on the Web at www.HarcourtAssessment.com.

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