



Vantage Learning Acquires Ziptales To Help Children Develop A Love Of Reading

Ziptales' Library Of High-Quality Literacy Support Assets Strengthens Vantage Learning's Commitment To Improving Childhood Education

New Hope, PA | Date – [Vantage Learning](#), the world's leader in Artificial Intelligence-based adaptive learning and writing instruction tools, announced today that it has acquired all of the digital resources of Ziptales™ Ltd – an online literacy library designed for use in schools, libraries, and homes. Ziptales has been a leader in the field of online literacy for more than 15 years. It is based on the latest research about how children develop and sustain a love of reading.

Vantage purchased the Ziptales assets in recognition of the tremendous demand for high-quality literacy support in the early years. The alignment of the reading portion of literacy supported by Ziptales – and the writing portion supported by Vantage – will create a unified and powerful set of tools for students, teachers, parents, and librarians. This strategic move will allow Vantage to expand writing service offerings to younger students, while Ziptales users will benefit from the powerful AI-based writing instructional tools in MY Access!™ powered by the IntelliMetric™ engine.

“Bringing Ziptales into the Vantage Learning family of products is a natural next step in growing our adaptive educational offerings in the literacy space,” said Paul Edelblut, Vice President at Vantage. “Ziptales provides a robust set of nearly 500 children's stories narrated with human voices. This exposure to language and vocabulary will build a foundation that complements our market-leading writing tools. We're proud of the quality and student-focused design of the Ziptales offering and look forward to growing the global footprint.”

Vantage Learning will provide marketing, sales, and distribution and customer care with in-country service providers, and integrate much of the rich Ziptales content with their AI writing tools.

“Ziptales has been a passion for us for nearly two decades, so getting this in the hands of a global organization that can expand the footprint and enhance the offerings with their writing technology is truly a dream come true for us,” said Ziptales visionary and Co-Founder and Director Richard McRoberts. “We know Vantage shares our focus on supporting students, teachers, and parents on the literacy journey, and we appreciate their relentless pursuit of innovative ways to grow their value proposition for all their customers,” added Valerie McRoberts, the Co-Founder and Director at Ziptales Ltd.



About Vantage Learning

Since 1998, Vantage Learning has provided accountability solutions for student achievement and school improvement. Formed to meet the needs of the ever-evolving education industry, Vantage Learning provides proven technologies and professional development resources to foster meaningful interactions between students, parents, and teachers. Leveraging cutting-edge technology such as Artificial Intelligence, Natural Language Understanding, and web-based learning objects, Vantage Learning is recognized as the leader in online assessment, instructional programs, and customizable data management systems.

For more information, contact Paul Edelblut, Vice President, by calling +1 267 756 1159 or emailing at pedelblut@email.vantage.com.

To purchase Ziptales for your school or library, please visit www.ziptales.com