

# **BUCKLE DOWN PUBLISHING** **PRESS RELEASE**

Editorial Contact:

Lydia Fine

319-688-4144

[lfine@buckledown.com](mailto:lfine@buckledown.com)

**FOR IMMEDIATE RELEASE**

## **BUCKLE DOWN PUBLISHING INTRODUCES NEW BENCHMARK EXAM PREP MATERIALS FOR ARKANSAS**

Iowa City, IA, January 24, 2007 — Buckle Down Publishing, a national leader in state-specific test preparation and a Hights Cross Communications company, has introduced its new test-preparation line developed exclusively for Arkansas's Benchmark Exam. The new *Buckle Down Arkansas Benchmark Exam* series, available now for the spring testing season, is 100% aligned with the Arkansas Curriculum Frameworks and provides students with Benchmark Exam-formatted practice.

The complete line of workbooks and practice tests features comprehensive review in all content areas tested by the Benchmark — Reading, Writing, and Mathematics.

Highlights of the new *Buckle Down Arkansas Benchmark Exam* series include:

- End-of-lesson practice sections and two external practice tests matched to the Benchmark Exam in format and question types, building familiarity and reducing test anxiety.
- Arkansas-specific content to build on students' experiential base and reinforce learning.
- Appropriate page counts and uncluttered layouts to make materials approachable for frustrated learners and build student confidence.

“Arkansas students continue to improve their Benchmark Exam scores each year. Using Buckle Down materials, educators can bring even more students from Basic or Below-Basic levels into Proficient or Advanced, surpassing state goals,” said Dr. Tom Emrick, President of Buckle Down Publishing. “Buckle Down is proud to provide test preparation that delivers the extra advantage Arkansas students need to excel on test day.”

Buckle Down workbooks and practice tests are developed exclusively for classroom review in preparation for the Arkansas Benchmark Exam testing program. For additional information, visit [www.BuckleDown.com](http://www.BuckleDown.com) or call 800-776-3454 to reach Customer Service.

**About Buckle Down Publishing:**

Buckle Down Publishing, a division of Hights Cross Communications' Triumph Learning unit, is one of the nation's leading publishers of state-specific, test-preparation materials. Founded in 1982 and based in Iowa City, IA, Buckle Down creates supplemental student workbooks and practice tests that combine standards-based review and test-formatted practice with regionalized content. Together, Buckle Down and Triumph Learning are the largest publisher of standards-focused materials used to prepare for the tests mandated by NCLB legislation. For more information, visit [www.BuckleDown.com](http://www.BuckleDown.com).

**About Hights Cross Communications:**

Founded in 1997 and based in White Plains, NY, Hights Cross is a leading developer and publisher of products for the kindergarten through twelfth grade, or K-12, supplemental education, library, and medical education markets. Hights Cross imprints include: Sundance/Newbridge Educational Publishing (Northborough, MA), Triumph Learning (New York, NY), Buckle Down Publishing (Iowa City, IA), Options Publishing (Merrimack, NH), Recorded Books (Prince Frederick, MD), and Oakstone Publishing (Birmingham, AL). For more information visit [www.hightscross.com](http://www.hightscross.com).

---

---

Safe Harbor Statement: This press release contains forward-looking statements. In some cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “could,” “would,” “expect,” “plan,” “anticipate,” “believe,” “potential,” and similar expressions intended to identify forward-looking statements. These statements reflect our current views with respect to future events and are based on assumptions and subject to risks and uncertainties. These risks, uncertainties, and other factors may cause our actual results, performances, or achievements to be materially different from those expressed or implied by our forward-looking statements. Factors that may cause our actual results to differ materially from our forward-looking statements include, among others, changes in external market factors, changes in our business or growth strategy, or an inability to execute our strategy due to changes in our industry or the economy generally, the emergence of new or growing competitors and various other competitive factors. In light of these risks and uncertainties, there can be no assurance that the events and circumstances described in forward-looking statements contained in this press release will in fact occur. You should read this press release completely and with the understanding that our actual results may be materially different from what we expect. We will not update these forward-looking statements, even though our situation may change in the future. We qualify all of our forward-looking statements by these cautionary statements.

---

---