

BUCKLE DOWN PUBLISHING

PRESS RELEASE

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FOR IMMEDIATE RELEASE

BUCKLE DOWN PUBLISHING INTRODUCES NEW AIMS READING AND WRITING PREP MATERIALS FOR THE ARIZONA STATE ASSESSMENT

Iowa City, IA, September 19, 2007 — Buckle Down Publishing, a national leader in state-specific test preparation and a Hights Cross Communications company, introduced new editions of its reading and writing test-preparation materials developed exclusively for Arizona's Instrument to Measure Standards (AIMS) test. Newly-revised editions for Grades 3-8, released this fall for the 2007-2008 testing season, are 100 percent aligned with the Arizona Academic Content Standards and provide students with AIMS-formatted practice.

Highlights of the new Buckle Down AIMS Reading and Writing series include:

- End-of-lesson practice sections and two external practice tests matched to the AIMS, building familiarity and reducing test anxiety.
- Arizona strand, concept, and performance objective codes at the top of each workbook page, facilitating tailored review and remediation.
- Arizona-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.

“For nearly a decade, Arizona educators have looked to Buckle Down to fill their AIMS prep needs,” said Dr. Thomas Emrick, President of Buckle Down Publishing. “We are proud to provide updated editions of the Arizona materials that have been helping students across the state succeed on the AIMS.”

Buckle Down workbooks and practice tests are developed exclusively for classroom review in preparation for the AIMS testing program. For additional information, visit www.BuckleDown.com or call 800-776-3454 to reach Customer Service.

About Buckle Down Publishing:

Buckle Down Publishing, a division of Haight 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.

About Haight Cross Communications:

Founded in 1997 and based in White Plains, NY, Haight 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. Haight 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.haightcross.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.
