

## **HAIGHTS CROSS COMMUNICATIONS** **PRESS RELEASE**

**Investor Contact:**

**Paul J. Crecca**

**(914) 289-9420**

[pjcrecca@haightscross.com](mailto:pjcrecca@haightscross.com)

**Editorial Contact**

**Michael Stugin**

**(562) 498-6353**

[mstugin@earthlink.net](mailto:mstugin@earthlink.net)

**FOR IMMEDIATE RELEASE**

### **Buckle Down Publishing and Options Publishing To Merge -- Creating Second Largest US Test Prep, Intervention, and Remediation Publisher**

White Plains, NY, October 15, 2007 – Hights Cross Communications, Inc. (HCC) announced today that Options Publishing will be merged with Buckle Down Publishing. The Options-Buckle Down merger creates the second largest test prep, remediation, and intervention publisher in the United States. Dr. Thomas Emrick, President of Buckle Down Publishing, has also been named President of Options Publishing, and will report to Kevin McAiley, President of Triumph Learning. Buckle Down, Coach, and Options will become imprints of Triumph Learning.

Paul Crecca, Interim CEO of Hights Cross commented: "Options' fine sale force has been selling Buckle Down's test prep books for over two years, and doing an outstanding job. At the same time, Buckle Down's highly innovative direct mail, inside sales, and e-commerce initiatives have helped it triple in size. Merging the Options field sales force with Buckle Down's direct response expertise creates a sales and marketing organization that will dramatically strengthen both businesses. This combined Buckle Down-Options product line provides educators with a comprehensive solution for diagnostic assessment, instruction, and practice of essential skills and strategies in reading, language arts, math, science, and social studies. Combining the product development, sales, and marketing strengths of these organizations allows us to create compelling standards-focused books for the classroom and to get those materials in front of decision makers as fast as possible."

Dr. Thomas Emrick said: "Teachers and students need high quality, focused intervention and remediation solutions now more than ever. Options has an outstanding reputation among teachers for the quality of its books. We will leverage Buckle Down's expertise at customizing materials to specific state standards to make Options books even more helpful to teachers. We will also leverage our size to increase our investment in product

development. We will be launching several new series in the near future. Options is an outstanding company with a great reputation and I am delighted to be a part of it."

According to Kevin McAliley, CEO of Triumph Learning,: "This natural combination will immediately strengthen both Buckle Down and Options, and allow the combined resources of the Triumph Learning organization to be focused on growing Options. The resulting synergies, combined with Tom Emrick's leadership, will allow Options to capitalize on the growth opportunities this market has to offer from which our current imprints, Buckle Down and Coach, have benefited over the past few years."

**About Triumph Learning LLC:**

Triumph Learning LLC is the oldest and largest publisher of books and software used to prepare students for state tests. Its three imprints are Buckle Down, Coach and Options. Triumph Learning is based in Austin, TX; Iowa City, IA; New York, NY; and Northborough, MA. Triumph Learning is a Hights Cross Communications company.

**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).

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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.