

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

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**FOR IMMEDIATE RELEASE**

## **BUCKLE DOWN PUBLISHING AND OPTIONS PUBLISHING PARTNER TO PROVIDE TOTAL SOLUTION FOR STATE TEST PREPARATION**

**Iowa City, IA, July 6, 2006** — Buckle Down Publishing, a leader in state-specific test preparation, and Options Publishing, a leading publisher of supplemental education and intervention programs, and both Hights Cross Communications units, have announced they are introducing comprehensive new test-prep programs for eight U.S. states. This solutions approach leverages Buckle Down's strong reputation as a national leader in state-specific test preparation with Options' wide array of research-based supplemental programs.

“Hights Cross is moving to increase our market share in the test prep and intervention market, which is the fastest growing area of supplemental publishing. Buckle Down and Options solutions packages provide excellent value,” said Peter J. Quandt, Hights Cross Chairman and CEO. “We are working to take advantage of synergies across our product lines.”

Dr. Thomas Emrick, Buckle Down Publishing President, said, “We are excited about the synergy of this partnership. Options Publishing's rich and innovative product line will reinforce the quality of these new product offerings from Buckle Down.” Barbara Russell, Options Publishing's President and CEO added, “Our team is enthusiastic about leveraging this opportunity. Buckle Down products add a powerful test-preparation component to our research-based supplemental tools.”

The strategic pairing of the two product lines will provide educators with the total solution students need to succeed on state tests. Buckle Down pretests can be used to establish a baseline, allowing instruction to be tailored using Options' skill-based supplemental programs. Buckle Down's concise workbooks also add a focused review of state standards. Educators can then verify concept mastery and measure progress with Buckle Down's posttests.

Options Publishing's will integrate Buckle Down test-prep materials in its product offerings in Florida, Mississippi, Georgia, South Carolina, Ohio, Illinois, Pennsylvania, and Arizona, with additional states to follow. All products are available for purchase now

through both Options Publishing and Buckle Down Publishing. For additional information, visit [www.buckledown.com](http://www.buckledown.com) or [www.optionspublishing.com](http://www.optionspublishing.com).

**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 instruction and test-formatted practice with regionalized content. Together, Buckle Down and Triumph Learning is the largest publisher of standards-focused instructional materials used to prepare for the tests mandated by NCLB legislation. For more information, visit [www.buckledown.com](http://www.buckledown.com).

**About Options Publishing:**

Options Publishing, established in 1993 and based in Merrimack, NH, is a leading publisher of supplemental education materials and intervention programs. Options Publishing's products follow a research-based approach, encourage parent involvement, and support student test preparation. For more information, visit [www.optionspublishing.com](http://www.optionspublishing.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).

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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.

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