

PERSONAL BEST™
PRESS RELEASE

Editorial Contact:

Michael Stugrin
(562) 498-6353
mstugrin@earthlink.net

FOR IMMEDIATE RELEASE

PERSONAL BEST™ INTRODUCES
2008 YEAR OF GOOD HEALTH™: MAKE EVERY DAY COUNT
WELLNESS CALENDAR

Birmingham, AL, September 20, 2007 – Personal Best™, a leader in employee wellness publishing and a division of Oakstone® Publishing, a Hights Cross Communications company, today announced the publication of its 2008 Year of Good Health: Make Every Day Count wellness calendar. This best-selling wellness calendar is used in employee wellness programs throughout the United States and Canada. The calendar is available immediately in U.S. and Canadian editions and can be customized with company name, logo, and special messages. Volume rates are available.

“The Year of Good Health calendar has been popular for many years as an effective wellness promotion product. It is a cost-effective and appealing way to educate employees about healthy living habits. The calendars are visually attractive, easy to read, and remind employees daily to make positive lifestyle changes,” said Charles K. Dismuke, Personal Best Publisher. “Using the calendar together with Personal Best newsletters, brochures, posters, and booklets, helps raise employee awareness and helps employers reduce sick days, work place accidents, and medical claims.”

Both U.S and Canadian calendar editions feature their respective national health observances and holidays and are physician reviewed. Also included are health and safety educational messages, an interactive activity log, access to online health articles and recipes, and links to leading health and wellness information websites.

The 2008 Year of Good Health: Make Every Day Count calendar is one of many health and wellness promotion publications available for purchase at www.oakstonewellness.com. (Editors: For a digital photo of the cover of Year of Good Health, please send an e-mail to cherron@oakstonepub.com.)

About Personal Best :

Personal Best is a major publisher of employee wellness publications, including newsletters, calendars, posters, brochures, and booklets covering topics related to health and wellness, safety, productivity, shift work, and personal money management. In 2005, Oakstone Publishing acquired Scott Publishing and its award winning *Personal Best*

Healthlines employee wellness newsletter. The combined entities' flagship newsletters, *TopHealth*, *Personal Best Healthlines*, and *Body bulletin*, reach more than 1.5 million readers monthly at more than 10,000 organizations across the U.S. and Canada. In 2006, the company consolidated the combined Oakstone Wellness and Scott Publishing products and began marketing all of its publications under its Personal Best brand.

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.

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.