

## **BUCKLE DOWN PUBLISHING PRESS RELEASE**

**Editorial Contact:**

**Michael Stugrin**

**(562) 498-6353**

[mstugrin@verizon.net](mailto:mstugrin@verizon.net)

**FOR IMMEDIATE RELEASE**

## **BUCKLE DOWN PUBLISHING APPOINTS CINDY HUBER VICE PRESIDENT OF MARKETING**

Iowa City, IA, February 28, 2005—Buckle Down Publishing, a division of Hights Cross Communication's Triumph Learning unit, announced that Cindy Huber has been appointed Vice President of Marketing.

Linda Hein, Buckle Down Publishing President, said: "Cindy Huber brings to Buckle Down Publishing an exceptional track record in helping companies define their strategic direction, build operational and financial plans, and motivate teams to deliver results. Cindy is working with our team to develop and implement a customer-driven marketing function by focusing on our marketing strategy, direct marketing, product marketing, and market segmentation."

Huber joins Buckle Down Publishing directly from Riverdeep, Inc., an education software publisher, where she held executive marketing positions. Huber has also held marketing positions with Broderbund Software (a Riverdeep, Inc. company) and Parsons Technology. She holds a BBS from the University of Iowa with a major in finance.

### **About Buckle Down Publishing and Triumph Learning:**

Based in Iowa City, IA, Buckle Down was founded in 1982 and is one of the nation's leading publishers of preparation materials for high-stakes state tests. Triumph Learning, based in New York, NY, is a comprehensive provider of print and software preparation materials for state and national tests. It has a highly successful 19-year track record of publishing high-quality materials proven to help students master the standards assessed on high stakes state tests. Triumph Learning creates and distributes the renowned *Coach* series for testing programs in 23 states. 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.triumphlearning.com](http://www.triumphlearning.com)

### **About Hights Cross Communications:**

Founded in 1997 and based in White Plains, NY, Hights Cross Communications is a premier educational and library publisher dedicated to creating the finest books, audio products, periodicals, software and online services, serving the following markets: K-12 supplemental education, public and school library publishing, audio books, and medical

continuing education publishing. Hights Cross companies include: Sundance/Newbridge Educational Publishing (Northborough, MA), Triumph Learning (New York, NY), Buckle Down Publishing (Iowa City, IA), Options Publishing (Merrimack, NH), Oakstone Publishing (Birmingham, AL), Recorded Books (Prince Frederick, MD), and Chelsea House Publishers (Northborough, MA). 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.

---

---