

HAIGHTS CROSS COMMUNICATIONS

Press Release

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FOR IMMEDIATE RELEASE

Triumph Learning Acquires Educational Tools, Inc.

Acquisition of innovative iCORE™ digital platform and curriculum product will provide schools with cost-effective instructional content aligned to state standards as well as new Common Core Standards.

New York, NY, October 18, 2010 — Triumph Learning, the market leader in state-specific, standards-focused education material that supports student instruction, said today that it has acquired Educational Tools, Inc., the developer of the industry leading iCORE digital curriculum product for state-aligned and Common Core standards instruction. Terms of the transaction were not provided. Hights Cross Communications (HCC), the parent company of Triumph Learning, said that Myron Pincomb, CEO of Educational Tools, will become President and CEO of Triumph Learning and lead the combined organization. Pincomb will report directly to Ron Schlosser, HCC's Chairman and CEO.

“Triumph Learning’s acquisition of Educational Tools brings together the leader in state-specific test preparation materials with the leading digital curriculum product,” noted Schlosser. “We will support teachers’ need to provide students with the highest quality content with tight standards alignment across multiple media. The iCORE product allows teachers to provide differentiated instruction that is aligned to both state-standards as well as new Common Core standards—in a fully digital format. This acquisition will enhance Triumph Learning’s ability to immediately support teachers’ needs for Common Core aligned materials. Together, our companies will have an unsurpassed body of quality instructional content that is available in print format, online, over a digital whiteboard, mobile device or wherever the teacher chooses to engage the student.”

“iCORE offers much more than test preparation and assessments,” added Pincomb. “For every state standard, iCORE currently delivers a full curriculum product that includes items found today in textbooks, workbooks, lab books, lesson plans, video libraries, audio libraries, online assessments and content-aligned gaming tools in a digital format.”

“The intuitive design of iCORE allows teachers to easily deliver differentiated instruction and engage students on their individual learning level and specific learning style,” Pincomb continued. “The iCORE platform is enormously cost effective at a time when most school districts are under severe financial pressure. For a fraction of the cost of traditional instructional materials, iCORE provides high quality interactive digital curriculum, flexible instructional delivery, and real-time data that allows the tracking of student achievement at the school, district, and state level.”

Educational Tools, Inc. was founded in Jacksonville, Florida in 1999 and is an industry leader in providing online curriculum materials and tools for K-12 educators and students. The company’s iCORE interactive curriculum product provides teachers with labs, practice questions, and interactive content that is 100% digital and fully aligned to state standards, including Common Core Standards. Approximately 35 states nationwide have adopted or approved Common Core standards since they were released earlier this year. The iCORE product offers learning modules in math, science, reading, and social studies in 39 states and is used today in over 11,000 schools. The popularity of the iCORE product is highlighted by the company’s 94% retention rate and high customer satisfaction levels.

Triumph Learning, based in New York City and founded in 1975, is the market leader in publishing standards-aligned, skills-based instruction workbooks for K-12 students. Its three imprints, *Coach*, *Buckle Down*, and *Options*, together sell over 25 million copies annually and have the number one market position in the state-specific test preparation materials industry.

Educational Tools, Inc. was represented by Robin Warner of Atwood Advisors, Inc.

About Triumph Learning, LLC:

Headquartered in New York, NY, Triumph Learning, a subsidiary of Hights Cross Communications, is the market leader in state-specific, standards-focused education material that supports student instruction. The company’s mission is to assist teachers in their goal to raise student achievement. Through its three imprints (*Coach*, *Buckle Down*, and *Options*), Triumph Learning offers skills-focused print and electronic products and curriculum-based supplements for students of all ability levels.

About Educational Tools, Inc.

Educational Tools, Inc. is the creator and developer of iCORE, an industry leading digital curriculum tool for K-12 teachers nationwide. iCORE provides individualized instruction that is fully aligned to state specific standards for math, science, reading and social studies. The company is based in Jacksonville Florida.

About Hights Cross:

Founded in 1997, and based in New York, 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 libraries, and consumers. Hights Cross companies include: Triumph Learning, Buckle Down Publishing, Options Publishing, and Recorded Books. Triumph Learning publishes standards-based instruction and intervention materials and is comprised of *Coach*, *Buckle Down*, and *Options*. Recorded Books is a leading publisher of unabridged audiobooks and other audio media for libraries, schools, and consumers, with operations in the U.S., U.K. and Australia. For more information, visit www.hightscross.com.