

SUNDANCE/NEWBRIDGE PRESS RELEASE

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FOR IMMEDIATE RELEASE

NEWBRIDGE EDUCATIONAL PUBLISHING INTRODUCES “ALL ABOUT MATH” – NEW SUPPLEMENTAL MATH PROGRAM FOR GRADES 1-2

Northborough, MA, July 19, 2005—Sundance/Newbridge Educational Publishing, a leading publisher of instructional materials for the PreK–12 marketplace and a unit of Hights Cross Communications, Inc., has announced Newbridge’s new “All About Math” supplemental math program to help students achieve grade-level math proficiency. “All About Math” is designed to target math literacy and meet critical math objectives for grades 1-2. The program will reach classrooms this fall.

“All About Math’ supports, teaches, and reinforces a variety of key concepts,” said Bob Laronga, Sundance/Newbridge President and CEO. “From adding, subtracting, and shape recognition, to working with ordinal numbers, understanding measurement, and telling time, ‘All About Math’ builds math understanding. The program’s objective is to help build a solid foundation of essential math skills so students will be ready to be tested at grade 3.”

The Newbridge “All About Math” program includes: 16 Big Books for introducing and teaching key math concepts; 48 Student Books – including three theme-related titles for each Big Book – for supporting and reinforcing key math concepts; and 16 Teacher Guides – one for each Big Book – with comprehensive teaching support and activities designed to stimulate mathematical thinking. The company said its new math program is aligned with state and National Council of Teachers of Mathematics (NCTM) standards.

Sundance/Newbridge said the “All About Math” program features vibrant photography, a hallmark of the Newbridge brand, and real-world examples, both of which are designed to capture student interest.

About Sundance/Newbridge Educational Publishing:

Sundance Educational Publishing is a leading publisher of PreK–8 reading instructional materials and books for below-level readers in middle and high school. It also publishes and distributes K–12 paperbacks, literature-based media, and teacher resources. Newbridge Educational Publishing is one of the nation’s leading publishers of supplemental materials for teachers of PreK–5+. Newbridge creates photo big books across the curriculum and is a leader in nonfiction-guided reading in the content areas of social studies, science, and math.

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.

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.
