

SUNDANCE/NEWBRIDGE PRESS RELEASE

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FOR IMMEDIATE RELEASE

NEWBRIDGE EDUCATIONAL PUBLISHING ANNOUNCES *READING QUEST* SERIES FOR MIDDLE SCHOOL STUDENTS

Northborough, MA, August 9, 2005. — Newbridge Educational Publishing, a leader in content-area reading material for the elementary grades and a unit of Hights Cross Communications' Sundance/Newbridge Educational Publishing unit, has announced its new *Reading Quest* series. This is Newbridge's first reading series for the middle school – Grades 6-8 – supplemental educational publishing market. *Reading Quest* will be available in late 2005.

“*Reading Quest* builds on Newbridge's strong reputation for developing effective, high quality content-area reading material,” explained Bob Laronga, Sundance/Newbridge president. “This exciting new program is designed to help middle school student hone their comprehension, fluency, and vocabulary skills while at the same time better preparing them for success on state tests. And the program maintains close topic correlation to the social studies and science curricula of the middle school grades, so it's the ideal impetus for effective team planning among teachers.”

The *Reading Quest* program is made up of 48 student books organized into six series— The Ancient World, The Middle Ages and the Renaissance, United States History, Earth Science, Life Science, and Physical Science. There is a Teacher's Guide for each student book and one Reading and Writing Student Handbook for use across the grades.

Newbridge said that Dr. Patty Anders, Professor of Language, Reading, and Culture and Chairperson of the Reading Department in the College of Education at University of Arizona and an internationally known researcher and author is the lead author and general advisor for the new program. She is the author or co-author of highly regarded books, articles, and reports, including “Literacy Instruction in the Content Areas” and “Understanding Readers' Understanding.”

For further information about the *Reading Quest* content-area reading instruction program please call 800-867-0307 or visit Newbridge online at www.newbridgeonline.com for the name of a sales representative near you.

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–8. 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 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), Oakstone Publishing (Birmingham, AL), and Recorded Books (Prince Frederick, MD). 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.
