

**OPTIONS PUBLISHING**  
**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**OPTIONS PUBLISHING INTRODUCES *HIT THE GROUND*  
*RUNNING* SERIES FOR ENGLISH LANGUAGE  
LEARNERS, GRADES 1-8**

Helps Address Classroom Challenges for Elementary and Middle School Students Struggling to Achieve Idiomatic Proficiency in English Language. Series Author Is Renowned Teacher, Author, and Researcher, Dr. Douglas Fisher

Merrimack, NH – November 30, 2005—Options Publishing, a leading publisher of supplemental education materials and intervention programs, and a Hights Cross Communications company, today announced it has introduced the *Hit the Ground Running* supplemental English language series for grades 1-8 (Levels A-H). The author of the new series is Dr. Douglas Fisher, an internationally renowned teacher, author, and researcher. *Hit the Ground Running* is designed to help English Language Learners become acquainted with and proficient in using idiomatic English expressions that are encountered every day in classrooms and the overall social environment. The new series is available immediately.

According to Barbara Russell, Options Publishing’s President and CEO: “Over the past decade, according to the National Center for Education Statistics, the number of non-native English speakers in the United States has grown by nearly 50%. In our schools today, about seven percent of students, in excess of three million children, are classified as English Language Learners. In addition to the learning and testing challenges in the content areas of the curriculum that all students face, English Language Learners have the extra challenge of recognizing and understanding idiomatic expressions in the context of fiction and nonfiction instructional materials as well as in conversation,” Russell said.

The series author, Dr. Douglas Fisher, is Professor of Language and Literacy Education in the School of Teacher Education at San Diego State University. He is the author or co-author of over 200 books, articles, and book chapters in the fields of language development, language arts, literacy; school restructuring and reform, curriculum and instruction, cultural and linguistic diversity, and inclusive education.

Options Publishing's *Hit the Ground Running* series features high-interest lessons, skills practice exercises, and easy-to-use glossaries designed to:

- Help students recognize and understand idiomatic expressions in the context of fiction and non-fiction instructional materials.
- Develop the ability to utilize idiomatic expressions proficiently in their own conversation and writing.
- Become familiar with the history of idiomatic expressions, words of multiple meanings, and word origins.
- Learn how to use a dictionary and thesaurus.

“In our pre-publication classroom testing as well as initial classroom adoptions, *Hit the Ground Running* has been enthusiastically received by students and teachers. They find these supplemental books accessible and interesting as well as easy to integrate into ongoing classroom activities,” Russell said.

For more information about *Hit the Ground Running*, call Options Publishing at 800-782-7300

### **About Options Publishing:**

Options Publishing, established in 1993 and based in Merrimack, NH, is a leading publisher of supplemental education materials and intervention programs. Options Publishing's products follow a research-based approach, encourage parent involvement, and support student test preparation.

### **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](http://www.hightscross.com).

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**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.