

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

**Editorial Contact:**

**Michael Stugrin**

**(562) 498-6353**

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

**FOR IMMEDIATE RELEASE**

### **OPTIONS PUBLISHING APPOINTS ERIC CONLIN CHIEF FINANCIAL OFFICER**

Merrimack, NH – February 7, 2005—Options Publishing, a fast-growing publisher of K-8 reading, math, and literature supplemental education materials and intervention programs, and a Hights Cross Communications company, today announced that Eric J. Conlin has been appointed Vice President and Chief Financial Officer. He reports to Barbara Russell, Options Publishing’s President and CEO.

According to Russell: “We are delighted that Eric has joined the Options Publishing team. He brings broad experience and expertise that will be critical to supporting our strong growth in the years ahead. Eric will also take the lead role in aligning our company’s financial reporting processes with those of Hights Cross.”

Conlin, a Certified Public Accountant, joins Options Publishing from deNovis, Inc., a venture-backed development-stage health care software company, where he was Corporate Controller. Prior to that, he held executive-level financial positions with Imind Corporation, Fisher Scientific International, and Healthsource, Inc. He was also a General Practice Manager with Coopers & Lybrand, in Manchester, NH. Conlin earned a B.S. in business and economics from University of New Hampshire. He lives in Merrimack, NH.

**About Options Publishing, LLC:** Options Publishing, established in 1993 and based in Merrimack, NH, is a leading publisher of K-8 reading, math, and literature supplemental education materials and intervention programs. Options Publishing’s products are research-based, encourage parent involvement, and support student test preparation.

**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.haightscross.com](http://www.haightscross.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.

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