

OPTIONS PUBLISHING

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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OPTIONS PUBLISHING AND WORLD BOOK ANNOUNCE DEVELOPMENT AGREEMENT

Merrimack, NH – August 1, 2007—Options Publishing and World Book, Inc. today announced a development agreement in which selected World Book content will be incorporated into new Options Publishing products for the classroom market. The companies said that Options Publishing will publish, market, and sell the new products exclusively in the U.S. educational market. Options Publishing is a leading publisher of supplemental education materials and intervention programs and a Hights Cross Communications company. World Book, Inc. is a leading publisher of encyclopedias, reference sources, and digital products, and is a unit of The Scott Fetzer Company.

According to Gunnar Voltz, Options Publishing's President and CEO, "We are delighted that Options Publishing and World Book will be working together. World Book is a storied publishing brand and is justly renowned for accuracy, objectivity, and high editorial standards. Compelling nonfiction content from World Book's publications will be a key feature in exciting new supplemental education titles and intervention programs that Options will develop over the coming years."

"For World Book, this agreement with Options Publishing is an opportunity to expand our school presence, making selected content available in classroom-focused supplemental sets, in addition to our flagship reference titles" said Richard Flower, World Book's Director of U.S. Rights and Licensing."

Financial terms of the agreement were not announced. Options said that it expected new products featuring World Book content will be introduced beginning in 2008.

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 World Book: Celebrating its 90th anniversary in 2007 and with headquarters in Chicago, IL, World Book, Inc. sets the standard in publishing accurate, current, and reliable reference and learning materials for children and adults. Based in Chicago, Ill., World Book is committed to creating learning materials that meet the highest standards of editorial excellence while also leveraging the advantages of digital learning platforms. This commitment has culminated in a wide range of products that include the number-one selling The World Book Encyclopedia, and such leading online products as the World Book Online Reference Center and World Book Advanced. World Book is a unit of The Scott Fetzer Company, a subsidiary of Berkshire Hathaway, Inc.

About Houghts Cross Communications: Founded in 1997 and based in White Plains, NY, Houghts 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. Houghts 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.houghtscross.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.