

PERSONAL BEST®
PRESS RELEASE

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FOR IMMEDIATE RELEASE

PERSONAL BEST® WINS MAGNUM OPUS AWARD

Birmingham, AL, October 23, 2007 – Personal Best®, a leader in employee wellness publishing and a division of Oakstone Publishing, a Hights Cross Communications company, today announced that the July 2006 issue of its best-selling wellness newsletter, *Personal Best Healthlines*, has been awarded a Silver 2007 Magnum Opus Award for best overall editorial excellence. This is the fourth annual Magnum Opus award program sponsored by Publications Management magazine in conjunction with the Missouri School of Journalism.

“It is great that this prestigious industry award comes as we celebrate our 25th year of publishing our wellness newsletter and other acclaimed wellness products,” said Charles K. Dismuke, Personal Best Publisher. “Personal Best is proud of our editorial and production team. Personal Best is the leading brand in the growing field of employee wellness as employers recognize that health education and awareness are critical in maintaining a healthy workforce.”

The *Personal Best Healthlines* wellness newsletter is one of many health and wellness promotion publications available for purchase at www.oakstonewellness.com. (Editors: A digital photo of the cover design of *Personal Best Healthlines* is available from cherron@oakstonepub.com.)

About Personal Best:

Personal Best is a major publisher of employee wellness publications, including newsletters, calendars, posters, brochures, and booklets covering topics related to health and wellness, safety, productivity, shift work, and personal money management. In 2005, Oakstone Publishing acquired Scott Publishing and its award winning *Personal Best Healthlines* employee wellness newsletter. The combined entities’ flagship newsletters, *TopHealth*, *Personal Best Healthlines*, and *Body Bulletin*, reach more than 1.5 million readers monthly at more than 10,000 organizations across the U.S. and Canada. In 2006, the company consolidated the combined Oakstone Wellness and Scott Publishing products and began marketing all of its publications under its Personal Best brand.

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.

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.