

PERSONAL BEST®
PRESS RELEASE

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FOR IMMEDIATE RELEASE

PERSONAL BEST® INTRODUCES
“STRATEGIES FOR SHIFTWORKERS”

Birmingham, AL, October 24, 2007 – Personal Best®, a leader in employee wellness publishing and a division of Oakstone Publishing, a Hights Cross Communications company, has announced the publication of “Strategies for Shiftworkers,” a set of six new brochures for employees who work nights and irregular or flex-time shift schedules. The series provides easily accessible information to promote employee health and wellness, reduce injuries, and improve employee retention and productivity.

Employees who work outside of the traditional 9-to-5 work schedule now represent almost a third of all U.S. full-time wage and salary workers, according to the U.S. Bureau of Labor Statistics. “Shiftwork involves irregular shifts and shifts with longer hours,” said Charles K. Dismuke, Personal Best Publisher. “Adapting to such changing work hours poses health and wellness challenges to workers and their families. The objective of our ‘Strategies for Shiftworkers’ series is to provide the best information and advice available today from workforce and employee wellness specialists about dealing with the challenges of shiftwork.”

The “Strategies for Shiftworkers” brochure series includes:

Feeling Good on a Shiftworker Schedule: A Healthy Habit Checklist -- Focusing on daily healthy choices, including diet, exercise, sleep, and stress management.

Staying Well on the Night Shift: Here’s to Your Good Health -- Important medical reminders on heart health, digestive health, screenings, smoking, and self-care.

Be Alert, Stay Safe: Shiftworker Safety Tips -- For shiftworkers, fatigue is a major cause of injuries in the workplace and on the road. This brochure focuses on three key safety issues, along with other hazards and precautions.

Balancing Shiftwork and Family: Keeping Relationships Strong – Discusses how to merge schedules, time management and other tips to share with friends and family for support.

Sleep for the Shiftworker: How to Rest and Recharge -- Focuses on sleep problems and solutions, sleep disorders and bedtime do's and don'ts.

Be Your Best Around the Clock: Your Guide to Great Performance -- Features five keys to peak performance, quick pick me ups, best performance boosters, smart breaks, and positive reinforcement and approach to living on a shiftwork schedule.

“Strategies for Shiftworkers” is one of many health and wellness promotion series available for purchase at www.oakstonewellness.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.