

RECORDED BOOKS **PRESS RELEASE**

Editorial Contact:

Michael Stugrin

562-498-6353

mstugrin@earthlink.net

FOR IMMEDIATE RELEASE

RECORDED BOOKS' INNOVATIVE PROGRAM FOR STRUGGLING READERS WINS BROAD APPROVAL BY SCHOOL DISTRICTS THROUGHOUT UNITED STATES

***Dr. Janet Allen's Plugged-in to Reading*[™] Program Helps Struggling Middle and High School Readers Through a Comprehensive, Literature-Based Program Created by Internationally Renowned Adolescent Literacy Authority, Dr. Janet Allen.**

Prince Frederick, MD, January 30, 2007—Recorded Books, the world's premier publisher of unabridged audiobooks since 1979 and a Hights Cross Communications company, said today its *Dr. Janet Allen's Plugged-in to Reading*[™] program has been enthusiastically welcomed by middle and high schools throughout the United States. Recorded Books said that over the past decade, its School Division has been providing the largest selection of unabridged audio recordings of K-12 literature available to schools and school districts.

The *Dr. Janet Allen's Plugged-in to Reading* program for reluctant readers was formally introduced in May 2006. The program was quickly launched in schools in Alabama, Arizona, Florida, Idaho, Illinois, Massachusetts, New York, South Carolina, South Dakota, Texas, and other states.

"*Dr. Janet Allen's Plugged-in to Reading* is an idea whose time has come," says William DeLamater, Director of Recorded Books' School Division. "This innovative reading program is finding resonance with teachers and administrators across the country who are looking for ways to reach adolescent readers and re-engage them with the reading instructional process. We believe this launch has been one of the most successful in the history of the supplemental education publishing industry. We are also delighted that in spring 2007, we will release Level III of this exciting program."

Dr. Janet Allen's Plugged-in to Reading is structured around a classroom library of 48 literary works, each supported by a detailed lesson plan that ties a novel to nonfiction readings; each novel is accompanied by an unabridged audio recording of the novel to promote reading fluency and comprehension.

Dr. Janet Allen's Plugged-in to Reading program is the culmination of Dr. Allen's 20-year classroom teaching career and her extensive experience as a researcher in adolescent literacy. The new program features a three-step instructional model designed to guide the struggling reader from teacher-directed instruction, through peer-supported learning, to self-directed learning. The program incorporates key elements for improving adolescent literacy identified in *Reading Next—A Vision for Action and Research in Middle and High School Literacy 2004*, a highly regarded report produced for the Carnegie Corporation of New York by the Alliance for Excellent Education.

Dr. Allen is the author of numerous books and articles, including *Words, Words, Words: Teaching Vocabulary in Grades 4-12*; *On the Same Page: Shared Reading Beyond the Primary Grades*, and *It's Never Too Late: Leading Adolescents to Lifelong Literacy*. She directed the Central Florida Writing Project, assisted in the creation of the Orange County Literacy Project, and is the originator of The Literacy Leadership Collaborative and *It's Never Too Late Literacy Workshops*.

Complete program information and photos of the program materials and Dr. Allen are available at www.pluggedintoreading.com.

About Recorded Books:

Recorded Books, a Hights Cross Communications company, produces and distributes unabridged audiobooks and other audio products to public and university libraries and schools, in cassette, CD, and downloadable formats. Over 7,000 titles are available for adults, children, and young adults in English and Spanish languages narrated by professional, award-winning actors. Recorded Books also distributes music, educational lectures, independent films, and nonfiction films on DVD. Packaging is designed for high circulation. One-year warranty, cataloging, processing, and free MARC records are available. For more information, visit www.recordedbooks.com.

About Hights Cross Communications:

Founded in 1997 and based in White Plains, NY, Hights Cross is a leading developer and publisher of products for 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.