

**SUNDANCE/NEWBRIDGE**  
**EDUCATIONAL PUBLISHING**  
**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**READING POWERWORKS™ WINS NEW ENGLAND  
BOOK SHOW AWARD**

**Northborough, MA, March 17, 2005** -- Sundance/Newbridge Educational Publishing, a leading publisher of instructional materials for the PreK–12 marketplace and a unit of Hights Cross Communications, Inc., said that its Sundance *Reading PowerWorks*™, a content-area reading program for grades 1–2, has won a prestigious New England Book Show Award. The winning entry, “Matter is Everything,” was voted best in the category of multimedia. The product will be displayed at the 48<sup>th</sup> Annual New England Book Show at the Fairmont Copley Plaza Hotel in Boston on March 30, 2005.

Developed around national and state standards, *Reading PowerWorks*™ helps students read in the content areas of science, social studies, and math and is designed to support the development of the five key pillars of reading -- phonemic awareness, phonics, vocabulary, fluency, and comprehension. Each *Reading PowerWorks*™ theme unit includes:

- A read-aloud fiction trade book to introduce the standards-based theme.
- A nonfiction shared-reading Big Book to introduce nonfiction text features, content, and vocabulary.
- Nonfiction/fiction PowerPairs for differentiated instruction in three reading stages (emergent, transition, fluent) with audiocassettes.
- A thematic trade-book library with six nonfiction/fiction titles for self-selected reading.
- A teacher resource book with lesson plans, phonics and writing activities, assessments, and home connections.
- A PowerSkills component that is especially designed to help reinforce the five key reading skills within each theme unit.

The New England Book Show is sponsored by Bookbuilders of Boston, a nonprofit organization dedicated to bringing together people involved in book publishing and manufacturing throughout New England.

For more information about *Reading PowerWorks*™ and other Sundance programs, call 800-343-8204 or visit Sundance Publishing online at [www.sundancepub.com](http://www.sundancepub.com).

**About Sundance/Newbridge Educational Publishing:**

Sundance Publishing is a leading publisher of PreK–8 reading instructional materials and books for below-level readers in middle and high school. It also publishes and distributes K–12 paperbacks, literature-based media, and teacher resources. Newbridge Educational Publishing is one of the nation's leading publishers of supplemental materials for teachers of PreK–5+. Newbridge creates photo big books across the curriculum and is a leader in nonfiction guided reading in the content areas of social studies, science, and math.

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