

# **SUNDANCE/NEWBRIDGE** **PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

## **SUNDANCE/NEWBRIDGE EDUCATIONAL PUBLISHING APPOINTS JOHN C. ATKOCAITIS SENIOR VICE PRESIDENT OF SALES**

Northborough, MA, May 1, 2007 – Sundance/Newbridge Educational Publishing, a leading publisher of instructional materials for the PreK–12 market and a Hights Cross Communications company, has announced the appointment of John C. Atkocaitis as Senior Vice President of Sales. The appointment is effective today. Atkocaitis will report to Paul Konowitch, Sundance/Newbridge President and CEO.

“We are delighted to welcome John Atkocaitis to the Sundance/Newbridge team. John is an exceptional educational publishing executive with over 25 years of experience in the K-12 market, both basal and supplementary. He is an outstanding results-oriented leader with the ability to train and motivate a high performing team,” said Paul Konowitch. John will play a pivotal leadership role in reigniting Sundance/Newbridge’s growth by identifying customer needs for a new generation of exciting supplemental materials and building a world-class national sales team.”

Atkocaitis joins Sundance/Newbridge from McGraw-Hill/Wright Group/SRA, in Chicago, IL, where he was Vice-President of Sales/National Sales Manager. He has also held senior sales and marketing positions with Tribune Education/Everyday Learning Company, ITP School Publishing/Southwestern Educational Publishing, and D.C. Heath and Company. He received his BS in Education, with High Honors, from Northern Illinois University.

**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 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](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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