

SUNDANCE/NEWBRIDGE PRESS RELEASE

Editorial Contact:

Michael Stugrin

(562) 498-6353

mstugrin@verizon.net

FOR IMMEDIATE RELEASE

SUNDANCE/NEWBRIDGE EDUCATIONAL PUBLISHING EXPANDS MARKETING OPERATIONS

Northborough, MA, January 31, 2005—Sundance/Newbridge Educational Publishing, a leading publisher of instructional materials for the PreK–12 marketplace and a unit of Hights Cross Communications, Inc., has announced the expansion of its marketing operations. Katherine Jasmine has been named Vice President, Research and Marketing; and Michael Paladini has joined the company as Vice President, Direct Marketing.

In her new position, Jasmine will direct market research for new product development for the Sundance and Newbridge product lines. In addition, she will be responsible for new product pilot studies, efficacy studies for developing research-based educational material, and tracking and analysis of educational market trends. She will also continue to lead exhibit marketing and sales promotion. Jasmine has been with Sundance/Newbridge since 1997. She has over 25 years of experience in marketing, public relations, and advertising.

In the newly created position of Vice President, Direct Marketing, Paladini will focus on the company's direct mail marketing programs, including catalog development and mailings and Web site sales and promotions. He will also oversee direct marketing activities for Chelsea House Publishers, the school library publishing unit of Hights Cross Communications. Paladini comes to Sundance/Newbridge from Arnold Worldwide, where he was Senior Vice President, Quantitative Services. He has over 20 years of corporate and consulting experience in marketing.

About Sundance/Newbridge Educational Publishing:

Sundance Educational 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.haightscross.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.
