

SUNDANCE/NEWBRIDGE **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

Sundance/Newbridge Educational Publishing Announces Winners of Student Art Contest

Northborough, MA, August 22, 2007 – Sundance/Newbridge Educational Publishing, a leading supplementary publisher of instructional reading materials for the K–8 market and a Hights Cross Communications company, has announced the winners of its first cover design contest for students.

Teachers throughout the United States were invited to submit designs by their students in two categories – Sundance’s “The Power of Reading” and Newbridge’s “Science and the Environment.” The winning selections are featured on the covers of the recently published Sundance and Newbridge Fall catalogs. The schools which the student winners attend will receive \$1,000 in free Sundance or Newbridge materials.

This year’s Grand Prize winning artists are:

- Nicolette T., a sixth grader at The Girls’ School of Austin, in Austin, Texas.
- Chirayu P, a seventh grader at Ryan Middle School 216, in Fresh Meadows, New York.

“We were delighted that teachers who were invited to submit their students’ art work for the contest were so enthusiastic and supportive,” said Paul Konowitch, Sundance/Newbridge President. “There were almost 400 submissions. The contest judges were truly impressed by the quality of the students’ work and their wonderful creativity. We congratulate the Grand Prize Winners – Nicolette and Chirayu; the eight Runners-Up Winners, and all of the students who participated. We think the entries capture the excitement and importance of the reading and learning experience.”

Sundance/Newbridge said the contest was announced last March in a direct mail campaign to teachers and was further promoted at the International Reading Association Convention in May. In addition to featuring the Grand Prize winners’ art work in the company’s fall catalogs, it will also appear along with the work of the runners up at each company’s website.

(Editors: For digital copies of the prize winning cover designs, please send an e-mail to dbuczek@sundancepub.com.)

About Sundance/Newbridge Educational Publishing: Sundance Publishing (www.sundancepub.com) 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 (www.newbridgeonline.com) 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.

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.
