

SUNDANCE/NEWBRIDGE
EDUCATIONAL PUBLISHING
PRESS RELEASE

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FOR IMMEDIATE RELEASE

**SUNDANCE PUBLISHING INTRODUCES *POWERSKILLS*
COMPONENT FOR ITS *READING POWERWORKS*[™]
PROGRAM**

Northborough, MA, March 2, 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 addition of *PowerSkills*, a special skills-building component, to its highly acclaimed Sundance *Reading PowerWorks* content-area reading program for Grades 1–2.

“*PowerSkills* is a supplemental tool that has been specially designed to work in conjunction with *Reading PowerWorks*,” said Bob Laronga, President and CEO of Sundance/Newbridge Educational Publishing. “It provides students with the support they need to improve their science, social studies, and math-based content reading. No matter how a child is reading, somewhere along the way they are probably going to need extra help with a specific reading skill. *PowerSkills* was designed with this need in mind. It helps build vocabulary, develop comprehension, and build fluency. *PowerSkills* reinforces skills for all readers and provides extra help for those in need such as struggling readers and ESL students.”

With *PowerSkills*, additional support for the development of phonemic awareness, phonics, vocabulary, comprehension, and fluency has been carefully integrated into each *Reading PowerWorks* theme unit. Each *PowerSkills* includes:

- **Pre- and Post-tests** to assess a child’s level of understanding and reading skills
- **Vocabulary cards** (in English and Spanish) to build world identification and meaning
- **Comprehension Check** questions to assess content learning and comprehension
- **PowerFact cards** to enhance content learning and comprehension
- **Rhyme cards** to reinforce sound and letter recognition and build fluency
- **Oral language activities** to prompt content-based discussions
- **Graphic organizers** to assess comprehension and story details
- **Step-by-step instructions**
- **And additional assessment opportunities and vocabulary activities**

PowerSkills works with teachers to build student reading skills and bolster content learning and complements the science, social studies, and math theme units of the *Reading PowerWorks* program.

For more information about *PowerSkills* and *Reading PowerWorks* please call Sundance Publishing at 800-343-8204 or visit online at 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.

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.
