



FOR IMMEDIATE RELEASE

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**HOOKED ON PHONICS® LAUNCHES LINE OF COMPREHENSIVE
READING PROGRAMS FOR INFANTS, TODDLERS AND
PRESCHOOLERS**

*Products Help Parents Instill Early Love of Reading – A Child’s First
Step in Learning to Read and Reaching His or Her Full Potential*

NEW YORK, June 9, 2007 – Educate Products, owner of Hooked on Phonics®, a highly trusted brand and 20-year leader in teaching kids to read, has introduced Hooked on Phonics *Discover Reading* – the company’s first line of reading programs for babies and toddlers – and Hooked on Phonics *Learn to Read - Pre-K*, for children ages three to four years.

Building Reading Readiness – It’s Never Too Early

According to Hooked on Phonics reading expert, Wendy Paige Bronfin, vice president, Product Development & Education, it’s never too early to begin reading to children. The Discover Reading programs are based on vast research that asserts babies and toddlers who are read and sung to from an early age are more likely to become better readers earlier. Hearing family members talking, laughing, singing and reading stories to them provides early experiences with spoken and written language. Creating these positive associations with reading at home fosters future reading success.

Each of the new programs represents one of three steps toward building reading readiness in children. Step one is achieved through *Discover Reading – Baby* where vocabulary and memory development is stimulated and a love of reading begins. The second step, which builds listening, vocabulary and speaking skills, and introduces word-object associations, is encouraged in *Discover Reading - Toddler*. Building off steps one and two, Hooked on Phonics *Learn to Read – Pre-K* is the third step, teaching preschoolers letter names, letter sounds and phonemic awareness – a basic fundamental in learning to read.

Discover Reading – Baby Edition

The new Hooked on Phonics *Discover Reading* program is built on two platforms: a *Baby Edition* for infants three to 18 months and a *Toddler Edition* for children 18 to 36 months.

Discover Reading – Baby instills a love of reading through classic nursery rhymes and new stories. The program encourages early language and memory skill development and stimulates a baby’s developing senses. *Discover Reading - Baby* enhances the parent and baby bonding experience while reading beautifully illustrated board books, including six nursery rhyme books, one Hooked on Phonics character storybook, and one baby faces photographic book. Also included is a comprehensive easel-styled parent’s resource book, an audio CD with sweet sing-along nursery rhymes and a 30-minute *Hooked on Baby DVD* that brings classic nursery rhymes to life through story narration, engaging music and loveable characters. Available in July 2007, the program will be on store shelves for as low as \$37.

Discover Reading – Toddler Edition

The second step toward reading readiness, *Discover Reading – Toddler* continues to foster a love of reading. The product uses original board books and a vinyl bath book to encourage reading throughout the day with age-specific themes that resonate as much with parents as with toddlers, like “No! No! No!,” “How Do You Wear It?” and “Bath Time for Tot Fox.” Flash cards and a music CD also encourage imagination and concept development, rhyming, word-object association, and vocabulary development. The *Toddler Edition* also incorporates a 40-page parent’s resource book. Available in July 2007, the program will be on store shelves for as low as \$37.

Comprehensive Parent Book Works as Reading and Language Development Guide

Included with both the *Discover Reading – Baby* and *Discover Reading – Toddler* programs, a robust parent’s resource book goes beyond typical product guides. Comparable to a niche parenting book for reading and language development, the 40-page book provides valuable insight to the benefits and techniques of reading to little ones at every stage of development, and its easel-style format makes for easy, hands-free reference. In addition to serving as a handy reference for all aspects of the program, the book provides concrete read aloud and sing-along tips to make the most of the product.

Learn to Read – Pre-K Edition

The third step in reading preparedness, Hooked on Phonics *Learn to Read – Pre-K* uses a systematic approach to teach children the basics of uppercase and lowercase letter recognition, letter sounds, and phonemic awareness. Because children have a range of learning styles, the program includes tools to accommodate visual, auditory and tactile learners. The product continues to foster a love of reading through artfully illustrated books and a variety of multimedia, including CD-ROMs, workbooks, picture cards, letter cards, posters, stickers and *My Hooked on Phonics Dictionary*. Available in July 2007, the program will be on store shelves for as low as \$37.

“With the addition of these new programs, we have reached our goal in providing parents with a complete menu of reading solutions from their child’s infancy up through sixth grade with our Hooked on Phonics *Master Reader* program,” said Chip Paucek, president, Educate Products, Educate Inc. “These learning systems help kids reach their full potential by instilling a love of reading right from the start,” added Paucek.

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About Smarterville Inc.

Smarterville Inc. is a leading creator of educational products for families that are fun, successful and easy to use. The company works with professional educators, interactive designers, writers, artists and parents to develop step-by-step learning systems that help teach children critical learning skills to help them succeed in school and in life. Smarterville produces, distributes and markets products for the well-known Hooked on Phonics brand. Hooked on Phonics products are available at major retailers worldwide and online at www.hookedonphonics.com.