



**FOR IMMEDIATE RELEASE**

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**HOOKED ON PHONICS® ANNOUNCES LICENSING AGREEMENT  
WITH SIGNING TIME!® TO DEVELOP SIGN LANGUAGE PROGRAM  
FOR INFANTS AND TODDLERS**

*Hooked on Baby – Learn to Sign, Powered by Signing Time! Program  
Helps Parents to Communicate with Infants Before Spoken Language  
Skills Develop*

**BALTIMORE, February 17, 2008** – Hooked on Phonics, a 20-year leader in educational learning aids for children, has announced the launch of Hooked on Baby – *Learn to Sign, Powered by Signing Time!*, a sign language program for infants and toddlers, which will help parents communicate with their children before spoken language skills develop. The company will license educational content through its agreement with Two Little Hands Entertainment, creators of the hit television series *Signing Time!*

A leading American Sign Language education company, Two Little Hands Entertainment is best known for *Signing Time!*, its award-winning video series and popular public television show. Since 2002, *Signing Time* has helped teach hundreds of thousands of children to communicate using American Sign Language. In 2005, *Baby Signing Time!* was released for pre-verbal children. Through its proven methods using modeling, music, parental interaction and repetition, *Baby Signing Time!* has been a frontrunner in the trend among parents to teach their infants and toddlers to communicate using signs before they can speak.

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According to Chip Paucek, CEO of Smarterville, the licensing agreement with Two Little Hands Entertainment is representative of the company's growth strategy. "Hooked on Phonics is recognized worldwide as a leading education company specializing in both reading and language products," said Paucek. "Our new affiliation with *Signing Time!* is part of our ongoing mission to diversify and expand our educational offerings to parents and children. We look forward to looking at other potential partners whose content offerings are complementary to our product portfolio."

"We are very pleased to partner with a company that has such an established reputation in the education market and a growing retail presence," said Chris Higbee, VP of Sales and Marketing for Two Little Hands Entertainment. "We experienced an incredible response with the launch of our *Baby Signing Time!* product line in 2005 and it continues to be one of our top sellers. We look forward to working with Hooked on Phonics to enhance *Baby Signing Time!*, expand its reach, and develop more programs that help children grow and learn."

Hooked on Phonics and Two Little Hands Entertainment's new *Hooked on Baby – Learn to Sign* product will be available at mass retail and online at [www.hookedonphonics.com](http://www.hookedonphonics.com).

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#### **About Smarterville, Inc.**

Smarterville 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, Reading Rainbow and Sylvan Learning brands. Hooked on Phonics products are available at major retailers worldwide and online at [www.hookedonphonics.com](http://www.hookedonphonics.com).

#### **About Two Little Hands Entertainment**

Two Little Hands Entertainment produces and distributes *Signing Time!* – a captivating and entertaining American Sign Language (ASL) DVD/video series and Public Television program. *Signing Time!* was created to make signing fun and easy for children of all ages and abilities, including pre-verbal infants. Two Little Hands Entertainment is the winner of more than 55 national parenting awards for both *Signing Time!* and *Baby Signing Time!*. You can visit them online at [www.signingtime.com](http://www.signingtime.com).