



Educate Products a division of educate, inc.

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FOR IMMEDIATE RELEASE

Hooked on Phonics® Introduces Hooked on Handwriting™ *Learn to Print*

*New Easy-to-Use and Fun Program Designed to Help Children Ages 4 to 6
Learn How to Print*

BALTIMORE – March 2, 2006 – Hooked on Phonics, a highly trusted name in teaching kids to read, is launching a brand new learning program designed to introduce young children to the basics of handwriting. The latest addition to the Hooked On product line is Hooked on Handwriting *Learn to Print*, a systematic approach to help four-to-six-year-olds master the basics of letter formation and printing. From showing kids how to hold a pencil properly to drawing uppercase and lowercase letters, this multi-level program is a tool to help parents teach their kids how to print and is now available at mass retailers and online at www.hookedonphonics.com.

Hooked on Handwriting is a completely unique handwriting starter kit that is loaded with colorful and creative projects that celebrate a kid's world. Since the usual first words a child learns to write are their own names and those of their parents, siblings and friends, Hooked on Phonics provides them with postcards, picture frames and get well cards that they can personalize and give to loved ones. This allows children not only to learn a valuable new skill but also feel a sense of pride in what they have created.

A CD-ROM with animated demonstrations showing how to print letters accompanies workbooks and activity packs in this effective and fun-filled program. The three-level comprehensive program provides children with bite-sized pieces of new information in every lesson, allowing them to master the new concept and achieve success every time. The lessons start by teaching the child, whether left or right handed, how to hold a marker, then a crayon and eventually, a pencil. To coach kids to write well for years to come, Hooked on Phonics sought the advice of teachers and occupational therapists to design a pencil grip that trains kids to place their fingers in the proper position.

What makes *Learn to Print* so easy and enjoyable for the whole family?

- The activity packs provide fun, family-focused activities like creating personalized postcards, party invitations, and signs.
- The CD-ROM offers exciting activities like making place cards, buttons, and bookmarks.
- In addition to the CD-ROM, each *Learn to Print* kit (SRP \$64.99) includes three types of writing tools and a pencil grip, three progress posters, reward stickers, three workbooks, three activity packs, and a parent's guide

“We build fun, easy-to-use products that help children learn many of the basic skills they will need to succeed in life,” said Chip Paucek, president, Educate Products. “Hooked on Handwriting Learn to Print helps parents ensure their children master printing uppercase and lowercase letters but more importantly, develop an enthusiasm for learning that will allow them to master new skills throughout their educational years.”

Hooked on Phonics products can be found at participating retailers in the United States and Canada. Products are also available online, 24 hours a day, at www.hookedonphonics.com.

About Educate, Inc.

Educate, Inc. (NASDAQ: EEEE) is a leading pre-K-12 education services company delivering education services and products to students and their families. It has a portfolio of highly acclaimed brands including Sylvan Learning Centers, North America's largest and most trusted network of tutoring centers, providing supplemental, remedial and enrichment instruction; Hooked on Phonics, delivering highly regarded early reading, math and study skills programs; and Catapult Learning, a leading provider of educational services to public and non-public schools. More information on Educate, Inc. can be found at www.educate-inc.com.

Forward-looking Statements

This release includes information about Educate, Inc. that could constitute forward-looking statements made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995. The words “believe,” “anticipate,” “intend,” “estimate,” “expect,” “will,” “should,” “may” and similar expressions, or the negative of such words and expressions, are intended to identify forward-looking statements, although not all forward-looking statements contain such words or expressions. Such forward-looking statements involve risks and uncertainties. Although Educate, Inc. believes that the expectations reflected in such forward-looking statements are based on reasonable assumptions, Educate, Inc.'s actual results could differ materially from those described in the forward-looking statements. The following factors might cause such a difference: the development and expansion of the Sylvan Learning Center franchise system; changes in the relationships among Sylvan Learning Center and its franchisees; Educate, Inc.'s ability to effectively manage business growth; increased competition from other educational service providers; changes in laws and government policies and programs; changes in the acceptance of Educate, Inc.'s services and products by institutional customers and consumers; changes in customer relationships acceptance of new programs, services and products by institutional customers and consumers; the seasonality of operating results; global economic conditions, including interest and currency rate fluctuations, and inflation rates. Additional information regarding these and other risk factors and uncertainties are set forth from time to time in Educate, Inc.'s filings with the Securities and Exchange Commission, available for viewing on Educate, Inc.'s website <http://www.educate-inc.com>. (To access this information on Educate, Inc.'s website, click on “Investor Relations” and then “SEC Filings”.) All forward-looking statements are based on information available to Educate, Inc. on the date of this Release. Educate, Inc. undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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