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**HOOKED ON PHONICS' 20TH ANNIVERSARY HOP ACROSS AMERICA
TOUR WINS SILVER REGGIE AWARD**

*PMA Honors Country-Wide Literacy Tour For Excellence in Strategic
Marketing and Promotions*

BALTIMORE, April 9, 2008 – PMA (Promotion Marketing Association) has honored Hooked on Phonics' Hop Across America Tour with a Silver REGGIE Award today as the winners of its 25th annual awards were announced. Recognized for excellence in strategic marketing and promotions, the Hop Across America Tour was a campaign that raised awareness for the importance of literacy timed to the company's 20th anniversary.

Dedicated to recognizing superior thinking, creativity, execution and results across the entire spectrum of promotion and integrated marketing, the 2008 REGGIE Award winners were announced during the 2008 PMA Annual Integrated Marketing Conference in Chicago, Illinois.

"We are thrilled to have been honored by PMA for the success of the Hop Across America Tour," says XX,XX. "Getting children across the U.S. excited about reading was a major achievement for us and to be winners of this prestigious award as well is even more gratifying," he adds.

Hop Across America was a 10-city tour that brought Hooked on Phonics to local communities through a branded school bus customized as a mobile reading resource center which featured the latest reading programs and Hooked on Phonics branded electronic learning toys from Zizzle. Hooked on Phonics reading experts were also on board to offer tips for parents to engage and excite youngsters about reading.

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The company also partnered with First Book, a non-profit national organization with a mission to provide children from low-income families the opportunity to read and own their first new books. Hooked on Phonics donated more than \$1 million worth of reading programs to First Book and other literacy organizations, institutions, libraries and local programs to helping to reach an estimated 30,000 children.

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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.

About Zizzle

Zizzle LLC is creating a unique line of Electronic Learning Aids that feature the trusted Hooked on Phonics learning approach with fun, engaging, interactive game play at popular retail prices. The company is also developing a comprehensive line of electronic and traditional toys for 2007 and beyond. Zizzle is the Master Toy Licensee for Disney's Pirates of the Caribbean franchise. In 2005, Zizzle's first product, iZ, was named to Toy Wishes Magazine's Hot Dozen, which is an indicator of the most successful toy sales for the holiday season. The company has developed an arcade pinball machine for home use, a broad line of hand held Electronics Games and many other toys. To learn more about Zizzle visit, www.zizzle.com.