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**THE PRODUCERS OF HOOKED ON PHONICS[®] UNVEIL HOOKED ON ENGLISH[™]
LEARNING SYSTEM AT CHILDREN'S INTERNATIONAL BOOK SHOW**

*Leader in literacy teaches the world to speak English with new learning aid
for non-English speaking children*

BOLOGNA, ITALY, April 24, 2007 – Educate Products, owner of Hooked on Phonics[®], a highly trusted brand and 20-year leader in teaching kids to read, introduced here today at the Bologna Children's Book Fair the company's first comprehensive English language learning kit, Hooked on English[™]. Developed specifically for non-English speaking children across the globe, the kit is available in 17 different languages and is designed to help children of any native tongue master the basics of English.

Based on a proven "learn-practice-play" approach, this nine-level program is designed to teach basic English vocabulary and other useful expressions to kids ages four to seven. Hooked on English employs interactive DVDs as the basis for its independent teaching and practice. In order to completely immerse the child in the language, all lesson materials are presented in English while the instructions and packaging feature the local language. With each lesson, children learn new vocabulary and phrases by watching animated segments, practicing with flash cards and workbooks and following along with audio CD's. The program also features fun and interactive quiz games at the end of each lesson that provide a recap after every session.

“Hooked on Phonics has always been dedicated to creating learning programs that help children reach their full potential. In a world where being proficient in English can be critical to success later on in life, Hooked on English is designed to help kids learn to speak English and have fun at the same time,” said Chip Paucek, President, Educate Products.

“Technology is increasingly being used in language acquisition and we are thrilled to offer the Hooked on English system that incorporates DVDs that children can interact with as they pursue English as a second language,” states Wendy Bronfin, Vice President Product Development, Educate Products.

The Hooked on English kit comes complete with nine interactive DVDs, nine colorful workbooks, ten audio CDs, a library of nine books, over 100 flash cards, progress posters and stickers and a parents’ guide. These materials make up the system’s nine-step program, which is hosted by a helpful cast of characters to guide children along their learning journey. Depicted as elementary school-aged kids that children can relate to, Wesley, Lucy and Alex accompany children through each lesson as they learn about going to school, meeting new people and other everyday activities.

Hooked on English will be available throughout the world and on the Hooked on Phonics Web site (www.hookedonphonics.com) starting in July 2007.

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About Educate Products, LLC

Educate Products 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. Educate Products 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