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**FOR IMMEDIATE RELEASE**

**Zizzle to Design New Line of Educational Toys for  
Hooked on Phonics™**

**Noted Toy Innovator and Leading Education Company Join Forces to  
Set Creative Standard for Electronic Learning Aids**

**BALTIMORE, MD. and BANNOCKBURN, IL. – May 15, 2006** – Educate Products, LLC, owner of Hooked on Phonics™, and popular toy developer Zizzle, announced today an agreement to enter the educational toy category, estimated to be a \$1.4 billion market in the United States alone. Together, the two companies will create a new line of electronic learning aids (ELAs) to be sold at major retailers throughout the world. According to the multi-year license, Zizzle will design and market a creative and educational line of portable devices and advanced learning systems under the Hooked on Phonics brand. The products will be designed for children ages 3-12 and will debut in 2007.

Increasingly, parents are searching for toys that will stimulate their child's minds as well as their sense of play. According to a 2005 EuroMonitor report on the global toy and game market titled, "World Market for Toys & Games," toys that challenge young children to think and respond are growing extremely popular among parents around the world. "In particular, the infant and pre-school toy categories are in the midst of a renaissance, mostly due to the overwhelming recent success of educational learning systems."

“Parents are demanding exciting, high-quality products that engage kids while teaching them the skills they’ll need to learn and succeed throughout their lives,” said Chip Paucek, president of Educate Products. “Zizzle’s executive team has extensive experience in creating toys that kids love as well as a successful history in the ELA industry, making them the perfect partner for Hooked on Phonics to enter this arena.”

Educate Products is executing an aggressive retail strategy by releasing 15 products to the retail marketplace, and it has plans to unveil an additional 50 Hooked On branded titles this year. The company also recently announced an agreement to co-produce the beloved children’s television show, Reading Rainbow, as well as market, license and sell all Reading Rainbow-related DVD, VHS, broadcast and digital delivery products.

Also in the midst of recent successful product launches, iZ and the Pirates of the Caribbean action line, Zizzle is currently the buzz of the toy industry.

“As we grow our business with new categories like ELAs, we are being patient to identify only the strongest opportunities. The Hooked on Phonics brand has unparalleled content, fantastic name recognition and, most importantly, broad parental acceptance,” said Roger Shiffman, president and CEO of Zizzle. “We look forward to working with Educate Products to create innovative and fun ways that enhance a child’s learning experience.”

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### **About Zizzle**

Roger Shiffman launched Zizzle in January of 2005 along with a team of seasoned veterans, Marc Rosenberg, Chief Marketing Officer, Patty Jackson, Executive Vice-President of Product Development and David Scher, Executive Vice President of Sales and has offices in Bannockburn, IL and Hong Kong. The company is developing a comprehensive line of electronic and traditional toys for 2006 and beyond. 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. Zizzle is the Master Toy License for Disney’s Pirates of the Caribbean Dead Man’s Chest, one of this year’s most anticipated movies. In addition, the company has a broad line of Hand held Electronics Games and others toys.

### **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 nationwide and online at [www.hookedonphonics.com](http://www.hookedonphonics.com).

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