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FOR IMMEDIATE RELEASE

**EDUCATE PRODUCTS DEBUTS FIRST EVER READING RAINBOW
FAVORITES COLLECTION ON DVD AT BOOK EXPO 2006**

**BELOVED TV SHOW BUILDS A LASTING CONNECTION BETWEEN CHILDREN
AND BOOKS – DVDS WILL BE AVAILABLE ONLINE AND AT RETAIL STORES
NATIONWIDE**

Baltimore, MD/Washington, D.C.: May 19, 2006 – For the first time ever, families across the country can enjoy the most popular episodes of Reading Rainbow on DVD. Educate Products, LLC, a leading creator of educational products for families and kids, recently acquired the sole rights to produce, distribute and market Reading Rainbow products and is announcing its first line of DVDs today at Book Expo, the largest book publishing event in the United States. The Collection is being showcased at Booth #5934 and will be available in stores and online on July 18, 2006.

One of the longest-running and best-loved children's series, Reading Rainbow inspires a child's love of reading and builds a lasting connection between children and books. The Favorites Collection includes episodes narrated by Jane Pauley, Jason Robards, Gregory Hines and Isabel Sanford. Each DVD will include two, 30-minute episodes, plus 30 minutes of related bonus material. There are four DVDs in total, which are organized around themes that celebrate a child's world such as "Man's Best Friend" and "Family Matters."

“We know that today’s parents are searching for quality educational programming that their kids actually enjoy,” said Chip Paucek, president of Educate Products. “We’ve been eager to package these engaging and instructive Reading Rainbow programs so that parents can finally access their kids’ favorite episodes by simply ordering them online or running to their local retail store.”

Educate Products delivers educational products to students and their families through well-known, trusted brands including Sylvan Learning Centers, Hooked on Phonics, and now Reading Rainbow.

“This is just the first installment of a wide range of Reading Rainbow products we plan to unveil over the coming years,” said Paucek. “We want to help kids discover the world around them while inspiring them to love reading and books for the rest of their lives.”

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.

About Reading Rainbow

Launched in 1983, Reading Rainbow is one of the most-watched PBS program in the classroom featuring a library of over 148 programs. The show has received international acclaim, garnering more than 250 awards, including a prestigious Peabody and nine Parent’s Choice Awards. In May 2005 the National Academy of Television Arts and Science recognized Reading Rainbow with four Emmys, bringing the series’ Emmy total to 24.

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