



Educate Products a division of [educate, inc.](#)

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FOR IMMEDIATE RELEASE

¡Atención! Today's Kids Need To Get Hooked on Spanish™

Say "Hola" to New Multimedia Language Program Designed to Give Kids a Competitive Edge

BALTIMORE – August 14, 2006 – As use of the Spanish language increases exponentially across America, Educate Products, LLC, owner of Hooked on Phonics™, today introduced Hooked on Spanish, their first educational product designed to teach basic Spanish words to English-speaking children, ages four to six. The program provides an easy and fun way for children to explore one of America's most popular languages early in life, when they are most likely to retain what they learn. Hooked on Spanish was created by top educators in the field of early childhood foreign language learning, parents and the experts at Educate Products. Now, whether on the playground or in the classroom, kids can pronounce words used daily by nearly 15 percent of the American population.

The need for the next generation of Americans to speak Spanish is greater than ever before as projected census numbers show Hispanics will constitute 24 percent of the nation's total population by July 2050. The increase in America's Hispanic population is largely being driven by young children. According to recent census numbers, 45 percent of kids under the age of five are minorities and 70 percent of this population is Hispanic. This means that children who only speak English are very likely to encounter Spanish words in their daily lives and will benefit from knowing how to translate greetings like hello and goodbye and exchange basic information like their age and phone numbers.

"It is well documented that early childhood is the ideal time to expand a child's language skills and with the quickly changing landscape, Spanish is the most logical choice," said Chip Paucek, president of Educate Products. "We're providing parents with an easy and exciting way to open their young children's eyes to the Spanish influences around them and potentially give kids an edge in school, society and someday, a competitive job market."

Hooked on Spanish is a multimedia program designed to make learning Spanish enjoyable for kids with a cast of lovable characters, such as Tricks the Cat, who mimics shapes, changes colors, grows, shrinks, and more – all to entertain, encourage and show kids how to apply the language skills they are learning to their daily lives. Using the Hooked on Phonics proprietary Learn-Practice-Play methodology, the three-level Hooked on Spanish features more than 60 lessons that introduce children to a specific skill, practice using that skill, and then apply that knowledge in an engaging, rewarding, skill-based experience. Hooked on Spanish is now available at www.hookedonphonics.com and participating retailers nationwide starting at \$64.99.

Children do not need to know how to read before learning a new language with Hooked on Spanish. More over, parents don't need to know Spanish to help their child succeed with the product. The interactive language program's unique approach creates a multi-sensory learning experience with a multimedia mix of songs, interactive games on CD-ROM, workbooks, games and activities. Each lesson takes 15 to 30 minutes, and parents and children can celebrate success every night by marking off lessons learned on progress posters and reading the program storybooks together.

“As the United States becomes more multicultural, learning a foreign language such as Spanish becomes as necessary as learning English,” said Wendy Bronfin, vice president, product development and education at Educate Products. “This is an easy way to help children explore different cultures and may even help them tap into an area of discovery and potential that parents didn't know their children possessed.”

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.

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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