

For More Information:

Contact: Heidi Murphy
847-996-5339
hmurphy@learningresources.com

Educational Insights Chooses Academic Benchmarks to Align its Products to State and National Standards

Alignments make choosing classroom materials a snap!

RANCHO DOMINGUEZ, CA, October 17, 2008 - In its continuing effort to provide classroom teachers with instructional materials that engage minds and inspire learning, while helping them meet the instructional requirements of NCLB, Educational Insights today announced that it has chosen Academic Benchmarks to align its products to state and national teaching standards.

Utilizing the expertise that Academic Benchmarks has amassed in standards alignments and the user-friendly online interfaces for which the company is known, Educational Insights will provide its customers with easy online access to the myriad ways in which their most popular products tie to state and national teaching standards.

“We offer a vast array of products for use in the classroom instructional experience, from Classroom Jeopardy! to our Make-A-Monster Test Prep Games to our expansive line of GeoSafari interactive learning products. By aligning these materials to state and national standards, we’re enabling educators to easily see how our products can be utilized to teach specific concepts,” said Mark Mallardi, vice president of marketing for Educational Insights. “We’ll have this detail accessible through our website within 60 days.”

Academic Benchmarks offers the most comprehensive and targeted standards database and alignment tools available in the industry. Educational Insights joins an impressive array of Academic Benchmarks clients, including: McGraw-Hill, Harcourt, Pearson Education, Discovery Education, Scholastic, Evan-Moor, Grolier, Houghton Mifflin, ETS, Promethean, Kaplan, PBS, and many others.

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Academic Benchmarks' comprehensive database includes standards in all subject areas, for all 50 states plus the District of Columbia, as well as national and international standards. Through this agreement, Educational Insights' products will be searchable by grade level and subject area, as well as by specific teaching standard, with reports printable from the corporate website – www.educationalinsights.com.

About Educational Insights

Educational Insights, Inc., a subsidiary of Learning Resources, has, for over 40 years, brought to market award-winning educational products that engage, entertain, and educate. The design and development of the company's products is spearheaded by an editorial team of seasoned, professional educators. This, coupled with the fact that the company's products are in use in virtually every elementary school throughout the nation, insures the highest design and instructional integrity in all the company's offerings. The company's product lines include educational toys and games, test prep systems, classroom resources, and electronic learning aids. Educational Insights' products are available through specialty toy stores, teacher supply stores, and educational dealers everywhere.

For more information, or to receive a free catalog, call 1-800-995-4436 or visit the Website at www.educationalinsights.com.

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