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Educational Insights Addresses NCLB and Multiculturalism

New Products Target Test Prep and Spanish Language Literacy

RANCHO DOMINGUEZ, Calif., February 17, 2008 – To address the need to prepare kids for success on the standardized tests required by the No Child Left Behind (NCLB) Act, and the language fluency requirements necessary for success in a multicultural society, Educational Insights has introduced several new reading and language products. They include the Make-A-Monster Language Arts Test Prep Games, Smart Talk™ Español Station, Smart Talk™ Español Card Sets, and Stick-to-It Phonics Games™.

“Given the testing requirements of NCLB, and the challenge of succeeding in an increasingly multicultural society, Educational Insights has brought its expertise to bear in creating a series of products that deliver an engaging, hands-on learning experience in these two important areas,” said Mark Mallardi, Vice President of Marketing at Educational Insights.

Make-A-Monster Language Arts Test Prep Games (Ages 8 to 10)

In this monster-building game, students are given the practice they need to succeed on language arts standardized tests. As players correctly answer “test prep” questions, they collect monster parts and attach them to their monster stands. The first player to complete one of these funny, mismatched monsters is the winner! Includes four 10-inch-high segmented monsters (each monster is divided into five body parts – a head, a torso, two arms, and a pair of legs), four monster stands in four colors with clear support rods, 200 “test prep” question cards, monster spinner, and monster answer key.

EI-2800 Make-A-Monster Grade 3 MSRP \$29.99

EI-2801 Make-A-Monster Grade 4 MSRP \$29.99

EI-2802 Make-A-Monster Grade 5 MSRP \$29.99

(more)

Smart Talk Español Station (Ages 4 and Up)

The Smart Talk Español station is an interactive Spanish language tutor that teaches 450 key Spanish vocabulary words. Just place a photo vocabulary card (sold separately) on the Smart Talk Español station. Students see a photograph, hear the Spanish word associated with it, and repeat the word until they've added it to their oral vocabulary. Students then hear the word in context and are asked questions about it. Perfect for beginning Spanish-language learners or Spanish literacy programs. Requires 3 AAA batteries (not included). EI-2680 MSRP \$79.99

Smart Talk Español Card Sets (Ages 4 and Up)

Three sets of 150 cards each introduce essential Spanish vocabulary words. Each card features a full-color photo on the front, and target vocabulary in Spanish and English on the back. Use cards with Smart Talk Español Station or alone. EI-2689 Complete Set – MSRP \$194.99

EI-2681 Set 1 – El Hogar y la Familia (Home and Family) MSRP \$39.99

EI-2682 Set 2 – La Escuela y la Comunidad (School and Community) MSRP \$39.99

EI-2683 Set 3 – Los Animales y las Personas (Animals and People) MSRP \$39.99

Stick-to-It Phonics (Ages 5 and Up)

Stick-to-It! Phonics is a fun, kinesthetic way to review consonants, short vowels, or long vowels. Toss one of the self-stick game balls at the illustrated cloth game board, and then answer a question about the letter or picture that the ball lands on. Includes one 20" x 20", double-sided cloth game board (two games per SKU), two self-stick game balls, and a guide.

EI-2945 Consonants MSRP \$34.99

EI-2946 Short Vowels MSRP \$34.99

EI-2947 Long Vowels MSRP \$34.99

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, visit the Web site at www.educationalinsights.com.