



FOR IMMEDIATE RELEASE

Contact: Heidi Bultman
Educational Insights
847-996-5339
HBultman@educationinsights.com

Educational Insights “Digs Up” Fun with Hands-on Science Products

*New Products Address Growing Importance
of Getting Kids Excited about Science*

RANCHO DOMINGUEZ, Calif., February 17, 2008 – With renewed emphasis being placed on science education, and an increased demand for hands-on science activities, Educational Insights has unveiled several new science products. They include the GeoSafari® Tyrannosaurus rex, GeoSafari® Classroom Dinosaur Dig, GeoSafari® Fossils Collection, and the My Body Activity Center.

“Educational Insights’ GeoSafari® product line has always been about hands-on scientific exploration and experimentation,” said Mark Mallardi, Vice President of Marketing at Educational Insights. “In keeping with these ideals, this year we’ve introduced an array of new GeoSafari® products that will help children become excited about science.”

GeoSafari Tyrannosaurus rex (Ages 8 and Up)

Junior dinosaur hunters will love piecing together this huge, super-realistic *Tyrannosaurus rex* skeleton. Fully assembled, this skeleton is a three-foot long, museum-quality replica of *Tyrannosaurus rex*. The set includes a *Tyrannosaurus rex* skeleton in 30 snap-together parts, herbivorous dinosaur jawbone fragment, rock-like display base with six plant fossils, support rods, full-color *T. Rex* action poster, and full-color assembly instructions. EI-5135 MSRP \$99.99

GeoSafari Classroom Dinosaur Dig (Ages 8 and Up)

Bring real-world science discovery into children’s lives as you set up a dinosaur dig in your school yard, sandbox, garden, etc. Junior paleontologists will experience the wonder of digging up fossils and piecing together a museum-quality *Tyrannosaurus rex* skeleton.

(more)

The set provides everything needed to create the dig experience, including dino fossils, 20-page guide with step-by-step instructions (from gridding the dig site to comparing dino bones), lesson plans, and reproducible worksheets. Components include 30 connecting *T. rex* bones plus a jawbone fragment from an herbivorous dinosaur, molded base with embedded fossils, support rods, guide, dig tools (eight trowels and four brushes), 200 feet of grid tape, 16 stakes, full-color *T. rex* action poster, and full-color assembly poster. EI-5136 MSRP \$149.99

GeoSafari Fossils Collection (Ages 8 and Up)

The newest addition to the GeoSafari® Rock Collections Series, the Fossils Collection includes nine different fossils in a handy storage tray, informational guide, four-color insert card of photographed fossils, and a die-cut sheet of circle labels for the fossils. Fossils included are: brachiopod, bryozoa, crinoid stem, gastropod, colony coral, ammonite, shark's tooth, fossil fern, and petrified wood. EI-5204 MSRP \$17.99

My Body Activity Center (Ages 6 and Up)

Here's an interactive wall chart for children to learn about a subject that fascinates them – the human body. This hanging wall chart comes with 16 soft, stuffed, self-sticking organs, and 15 embroidered labels, for hours of science fun. Children love to play with the self-checking pieces (open the heart and look inside!) as they learn about the organs and where they are located in the body. Includes a guide with hands-on activities. Cloth chart measures 38.5" x 19.5". EI-2535 MSRP \$79.99

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.