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***New Early Learning Products Engage Young Minds***

*Educational Insights Addresses Growing Demand for  
Early Learning Products that Entertain as they Educate*

RANCHO DOMINGUEZ, Calif., February 17, 2008 – Helping to meet the rising demand for Early Learning products that are both entertaining and have strong educational value, Educational Insights has unveiled several new Early Learning products. The items include a variety of hands-on activities and puzzles, such as the Animal Alphabet and Animal Numbers Activity Centers, Alphabet Puzzles, Colors and Shapes Puzzles, Numbers Puzzles, and Left & Right Rings.

“At Educational Insights, our mission is to deliver the finest quality hands-on learning products that engage minds and inspire play, in the classroom and beyond,” said Mark Mallardi, Vice President of Marketing at Educational Insights. “In that spirit, these new Early Learning products provide parents and teachers the resources they need to engage children at the Pre-K level, thereby helping them establish a life-long love of learning.”

**Animal Alphabet Activity Center (Ages 4 and Up)**

This oversized, interactive felt wall chart is a hands-on way to reinforce alphabet and phonics skills. Attach the self-stick animals (a different animal for each letter of the alphabet) to the chart to practice letters, letter sounds, letter order, and more. An embroidered outline of each animal on the chart makes it self-correcting. The chart can be used to reinforce letter sounds, stimulate oral language development and reinforce early science concepts. Each animal is also a finger puppet! Includes one 20” x 27” embroidered cloth chart, 26 embroidered felt animals, and activity guide. EI-1740 MSRP \$49.99

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**Animal Numbers Activity Center (Ages 4 and Up)**

The Animal Numbers Activity Center includes a hanging felt chart embroidered with the numbers one to ten and 55 colorfully embroidered, detachable felt animals. Children count and/or match the animals next to each numeral to reinforce number/set correspondence. Numbers and animals are color-coded (blue seven and blue fish). The chart can be used to teach numbers, number/set correspondence, counting, and number comparisons. Includes chart (approximately 20" x 27.5") and 55 animal pieces. EI-1741 MSRP \$49.99

**Colors and Shapes Puzzles (Ages 4 and Up)**

This set includes two 10-piece puzzles that showcase full-color, photo-realistic art that reinforces color and shape recognition. Children match real-world objects with their color words (pumpkin with word "orange") and real-world objects with their shape words (pizza with word "circle"). EI-1055 MSRP \$24.99

**Alphabet Puzzles (Ages 4 and Up)**

This set includes two 26-piece puzzles with beautiful, photo-realistic art. As children place the self-checking pieces, they develop important beginning reading skills. The Alphabet Puzzle teaches children to match the uppercase and lowercase forms of the letters and reinforces children's ability to match pictures with their beginning sounds – an early phonics skill. EI-1056 MSRP \$24.99

**Numbers Puzzles (Ages 4 and Up)**

This set includes two 10-piece puzzles that showcase full-color, photo-realistic art that reinforces number recognition, number words, counting, and matching numbers and sets (three penguins with numeral 3). EI-1057 MSRP \$24.99

**Left & Right Rings (Ages 4 and Up)**

A great hands-on way for children to learn the difference between left and right. Just slip a ring on the correct hand for constant left and right reinforcement. Includes a set of 60 adjustable rings (30 left and 30 right rings), plus an activity guide with suggestions to incorporate the rings into songs, lessons, and games. EI-1008 MSRP \$10.99

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### **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](http://www.educationalinsights.com).

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