



For Immediate Release

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EDUCATIONAL INSIGHTS® TO LAUNCH 50+ NEW PRODUCTS IN 2010!

Leader in Educational Technology and Classroom Quality Toys Unveiling Line at NSSEA

February 16, 2010 (Gardena, CA) – Renowned for their ability to engage students with fresh and innovative classroom products, Educational Insights will be releasing more than 50 new items in 2010, including a revolution in card readers, exciting extensions to their successful Hot Dots line, several hands-on science products, and much more.

Among the newest releases from the award-winning Southern California-based company are:

3-D Demonstration Magnets

Two sets of chunky, 3-D demonstration magnets help kids grasp the human skeleton and the life cycles of butterflies and plants! Skeleton set features 15 realistically textured pieces and 18 corresponding magnetic labels – skeleton measures almost 3 feet high when assembled! Life Cycles set features 4 textured magnets each for bean plant and butterfly life cycles, 8 magnetic labels, and 4 arrow magnets to indicate progression. Great for hands-on discovery.

SRP \$49.99 (each). Grades K+



Language Tutor™

The new standard in card readers, Language Tutor features improved digital audio technology, extensive memory and speech recording capabilities, real-life photography and extremely affordable pricing. It is the perfect multisensory learning system for new readers, struggling readers, ESL/ELL, and special needs students. SRP \$199.99 (unit); \$29.99 (card sets). All grades.

Hot Dots® Jr.

El extends the magic of their classic classroom line home to the preschool set with Ace, the Talking, Teaching Dog™. Even the youngest learners can learn and explore independently, simply by pressing the tip of this wiggling, giggling pen to the correct answer on one of hundreds of interactive learning cards. Card sets range from The Alphabet, Shapes, Colors, and Counting to Beginning Phonics and Patterns & Sequencing. Perfectly portable.

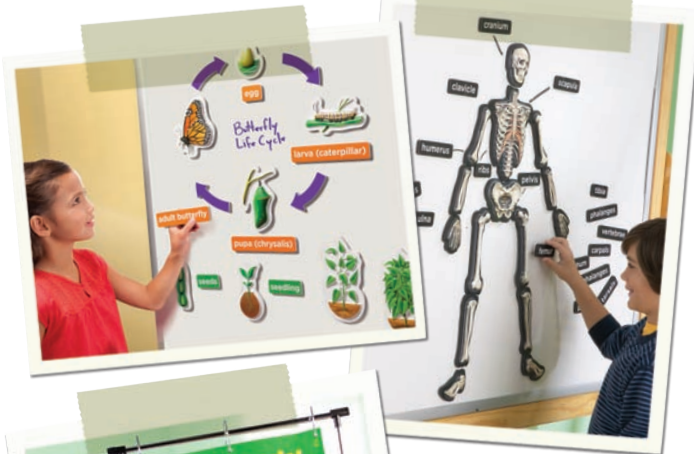
SRP \$12.99 (pen); \$14.99 (card sets). Grades PreK+.



Hydroponics Lab

Get a 360° view of growing plants from the roots up! These three transparent seed baskets and shatterproof plastic tubes provide students an amazing, magnified view of all of the parts of the plants – roots, stem, and leaves.

SRP \$19.99. Grades K+.



Let's Recycle Pocket Chart

A great way to go green in the classroom, this chart features 6 recyclable category pockets and 48 sortable recycled material cards. Chart is made from 80% recycled plastic – cards are 65% recycled card stock. SRP \$29.99.

Grades Pre-K+.

The Educational Insights product line will be available for review in booth 940 at the NSSEA show in Orlando, FL.

Email aopheim@educationalinsights.com to make an appointment or to receive samples or additional info.

Based in Gardena, California, Educational Insights is the manufacturer of playful products with serious educational value, including subject-specific classroom products, teacher resources, educational toys, and games. Our products are designed by seasoned educators and parents who know that, first and foremost, learning must be fun.

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