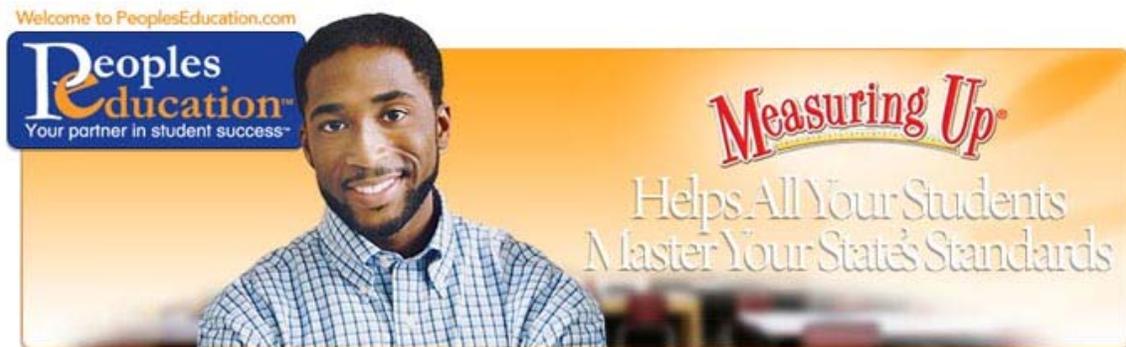


# Peoples Education Launches Measuring Up Express for the NYS Test



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Author: [Peoples Education](#)

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Peoples Education Launches Measuring Up Express™ for the NYS Test Quick and Easy Test Preparation Now Available for Mathematics, Grades 3-8

Saddle Brook, New Jersey, February 4, 2010 – Peoples Education, a leading provider of supplemental educational material for the K-12 school market, today announced the addition of Mathematics, grades 3-8 materials to the successful Measuring Up Express™ for the NYS Test program. The Measuring Up Express™ line also includes grade 8 Science materials to prepare students for the NYS Test in Science. The Mathematics, grades 3-8 program, includes student worktexts, Diagnostic Practice Tests, and Formative Assessments, and provides excellent preparation for the 2010 test and beyond.

“Peoples Education has a history of responding to New York educators’ needs promptly and with high-quality NYS Learning Standards and NYS Test-customized content,” commented Brian T. Beckwith, the company’s President and CEO. “This new mathematics NYS Test preparation and review program is no exception.”

The Measuring Up Express™ worktexts are a companion to the successful Measuring Up® to the New York State Learning Standards program. The new books address recent changes to the Grade 3-8 Mathematics Testing Program, with lessons on prior year May-June Performance Indicators and exclusive 2010 Transition Lessons that cover March-April review content from the prior year to prepare students for the May test.

“The instructors at Mechanicville Middle School have successfully used the Measuring Up® series to accommodate various classroom situations,” commented Maria Fusco, a retired Mechanicville Middle School teacher. “The versatility of the materials and alignment to state standards allows the instructor and the students to manage the skills that have either been mastered or need further attention.”

In areas where students need extra instructional support, Measuring Up® lessons can be selected for in-depth standards coverage. For quick and easy test review 3-6 weeks prior to the NYS Test, Measuring Up Express™ is the perfect tool. The short lessons provide a brief review of the standards, as well as test practice in the style and format of the NY Test.

The Measuring Up Express™ program includes free Formative Assessments as blackline masters so teachers can monitor student progress at the end of every chapter. Two free Diagnostic Practice Tests for each student allow teachers to diagnose student weaknesses and prescribe [review lessons](#) in the Measuring Up Express™ OR Measuring Up® worktexts. This diagnose-prescribe-instruct model in the Measuring Up® program has helped over 1.4 million New York students improve test scores.

### **About**

### **Peoples**

### **Education**

Peoples Education is a publisher and marketer of print and [electronic educational materials](#) for the K-12 school market. The Company focuses its efforts in three market areas: Test Preparation, Assessment, and Instruction

### **Test**

### **Preparation**

### **and**

### **Assessment:**

The Company creates and sells state customized, print and electronic, [test preparation](#) and assessment materials that help teachers prepare students for success in school and for required state proficiency tests, grades 2-12.

**Instruction:** The Company produces and sells proprietary state customized print worktexts and print and web-based delivered assessments, for grades 2-8. These products provide students with in-depth instruction and practice in reading, language arts, and mathematics. In addition, the Company's backlist remedial and multicultural products are included in this group.

### **College**

The Company distributes instructional materials that meet the academic standards high schools require for honors, college preparation, and Advanced Placement courses. The Company is the exclusive high school distributor for two major college publishers, and also creates proprietary supplemental materials for this market. The Company's proprietary products are supplemental in nature. They are predominately soft-cover, high gross profit margin titles that can be sold efficiently through the Company's direct sales force, as well as through catalogs, direct mail, telemarketing, and independent commission sales representatives. Distributed products are both basal and supplemental in nature.

### **Preparation**

### **Brightpoint**

Formerly Nelson Education, Brightpoint Literacy is now an imprint of Peoples Education. Brightpoint Literacy serves the U.S. K-8 market with a comprehensive selection of research-based, cross-curricular material.

### **Literacy**

### **Contact:**

Ginny Tanaka, Vice President of National Sales  
Peoples Education  
299 Market Street  
Saddle Brook, NJ 07663  
(201) 708-6468  
[gtanaka@peoplesed.com](mailto:gtanaka@peoplesed.com)  
[www.peopleseducation.com](http://www.peopleseducation.com)

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