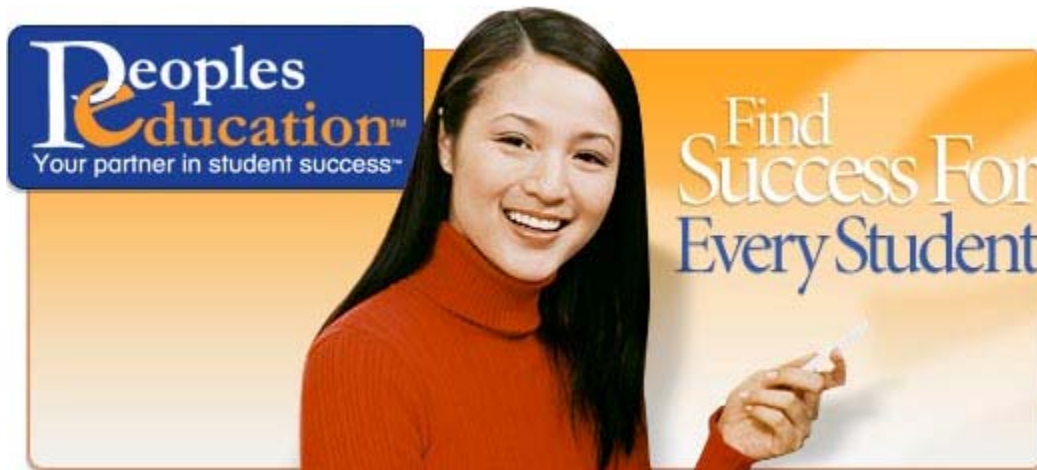


Peoples Education Measuring Up® Worktexts for Reading and Science Revised to the Latest TEKS



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Saddle Brook, New Jersey, September 1, 2010 – Peoples Education, a leading provider of supplemental educational material for the K–12 school market, is pleased to announce the re-launch of Measuring Up® to the Texas Essential Knowledge and Skills for Reading, Grades 2–8, and Science, Grades 3–8. These worktexts have been completely revised to include the latest Reading and Science TEKS.

“Peoples Education has a history of responding to Texas educators’ needs promptly and with highly customized content,” commented Brian T. Beckwith, the company’s President and CEO. “These revised reading and science worktexts are no exception.” Revised Measuring Up® Reading worktexts now include new and improved Guided Reading Instruction with numbered paragraphs and cross-curricular

connections that builds student test-taking confidence, a wide variety of genres to help students build reading comprehension skills and make connections across texts, and questions that address integrated language arts and 21st century skills. Revised Measuring Up® Science worktexts now include special Investigate sections at the end of every chapter to boost students' higher-order thinking. The revised Measuring Up® worktexts also include a correlation to the new TEKS to help teachers and students as they transition to the new standards.

The Measuring Up® program can be incorporated into any year-round curriculum, or, in areas where students need extra instructional support, and Measuring Up® lessons can be selected as intervention for the entire class, small groups, or individuals. "I have taught 5th and 8th grade science for more than 11 years, and the Measuring Up® program has been a key instrument in preparing my students for the TAKS," remarked Mandy Welch, a science teacher at Abilene ISD. "The lessons give a clear direction to concepts and provide an easy organization of standards-based material."

The complete Measuring Up® program includes instructional worktexts and Diagnostic Practice Tests, which are sold separately. Spanish editions of the Measuring Up® worktext for Reading grades, 2-4 and Science, grade 5, are also available and have been revised to the latest TEKS. Measuring Up Express® for the TAKS, which debuted in fall, 2009 and focuses on the tested TEKS is also available separately. This diagnose-prescribe-instruct model in the Measuring Up® program has helped over three million Texas students master the TEKS and boost their test-taking confidence.

About 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™

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