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**New Hooked on Phonics® *Learn to Read* Product Introduced to
2,000 Attendees at the 2009 Book Expo America**

BALTIMORE — Last weekend at the 2009 Book Expo America (BEA) in New York City, Hooked on Phonics®, the maker of the award-winning educational tools, offered a preview of its new *Learn to Read* product to the publishing community. For the first time in 20 years, the company has reinvented this seasoned, but familiar product following the proven scope and sequence that made Hooked on Phonics a household name, to create the new *Learn to Read* products.

“Teachers and parents alike at this year’s Book Expo loved the new *Learn to Read* product,” said Judy L. Harris, CEO of Smarterville, the company that owns, creates manufactures and distributes Hooked on Phonics. “Attendees who stopped by our booth shared their glowing reviews of the original product and were excited to learn about the updated version of *Learn to Read*. We are thrilled about our new product and the positive feedback we received from the publishing community at BEA.”

More than 2,000 attendees who visited the Hooked on Phonics Booth received a “sneak peek” of the new product. Visitors, including teachers, parents, librarians, and young adults, watched demonstrations and videos from the product and interacted with displayed samples of the *Learn to Read* and the *Learn to Read: Teacher’s Edition* products.

Attendees were “wowed” by the new products, including the original music featuring 30 new songs, new colorful art styles, storybooks by award-winning author Rosemary Wells, access to our online content with interactive games and supplemental activities and the new Visual Phonics™ video clips.

Kindergarten Teacher and BEA attendee, Evelyn Travitsky, commented, “The multisensory approach is the best way to go. Students learn in different ways and this will help to reach the ones that often get left behind,” after viewing the *Learn to Read* videos.

Another attendee noted, “I learned to read with Hooked on Phonics, and I remember the program fondly. It’s good to see that the system has grown up as I have, and seems to be more user-friendly than ever. It definitely worked for me – I now attend an Ivy League law school!”

The new *Learn to Read* products will become available to the public this Fall at select locations, including the Hooked on Phonics web site, Target and Amazon.com. The *Learn to Read: Teacher's Edition* product will be available to teachers beginning this August.

About Hooked on Phonics

Hooked on Phonics, operated by Smarterville Inc., is a leading creator of research-based educational products for families that are fun, easy to use, and effective. The company works with professional educators, interactive designers, writers, artists, and parents to develop step-by-step learning systems that help teach children critical reading, math, and study skills. Since the company was founded in 1987, more than two million families and thousands of schools have turned to Hooked on Phonics' library of award-winning programs. Hooked on Phonics products are available at major retailers worldwide and online at www.hookedonphonics.com.