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New Hooked on Phonics® *Learn to Read* Product Available for Purchase

Exclusive Online Offer Begins Today

BALTIMORE —Hooked on Phonics®, the maker of the award-winning educational and reading tools, has made available for purchase its new [Learn to Read](#) product in a web-exclusive, introductory offer to the public through the company website, www.hookedonphonics.com. For the first time in 20 years, Hooked on Phonics has redesigned its flagship product, *Learn to Read*, and incorporated some of the latest reading and literacy research into proven lesson strategies and fun [reading](#) activities designed to teach children fundamental reading skills.

“For more than 20 years, our company has been providing tools that help build confident readers, one step at a time,” said Judy L. Harris, CEO of Smarterville, the company that owns, creates, manufactures and distributes Hooked on Phonics. “The time has finally arrived for us to unveil our new *Learn to Read* products to the public and we could not be more excited for parents and their children to enjoy and experience them.”

Learn to Read, Hooked on Phonics’ premiere reading program, teaches children the pillars of reading — sound combinations, short and complex vowels, and simple sight words — while fostering a life-long love of reading and helping to build a child’s self esteem. The fundamental approach and process for the new reading product is the same as the original research-based Hooked on Phonics product. The new *Learn to Read* product enhances the lessons through new storybooks by award-winning authors, Visual Phonics™, songs and videos.

“The publishing community received a ‘sneak peak’ of the product in May at the 2009 BookExpo America (BEA), and responded positively,” said Harris. “We expect parents, families and children to have an equally enthusiastic reaction to our new product.”

The new *Learn to Read* online components including reading games and downloadable content will become available to the public next month through the [company website](#). Products will be sold at select locations, including Target, beginning in August.

About Hooked on Phonics

Hooked on Phonics, operated by Smarterville Inc., is a leading creator of research-based educational and reading products 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 such as Learn to Read, Master Reader and Hooked on Math are available at major retailers and online at www.hookedonphonics.com.