

Smarterville, Inc. Names Amy Bevilacqua Chief Marketing Officer

BALTIMORE, MD — August 11, 2008 — Smarterville, Inc., a leading supplemental educational products company that sells Hooked on Phonics, today announced the appointment of Amy Bevilacqua as its Chief Marketing Officer. Bevilacqua will report to Smarterville CEO Judy Harris.

Prior to joining Smarterville, Bevilacqua served as Executive Vice President, General Manager of PRIMEDIA's Films Media Group, a leading educational media company.

"Amy's a perfect fit for this role," Harris commented. "With more than 15 years of experience with education-based marketing, product development, and business development with organizations such as PRIMEDIA and PBS, she's seen all sides of the industry. She's passionate about education and has an innate business sense — both of which will be critical in taking our child literacy efforts to the next level."

Smarterville creates, manufactures, and sells supplemental educational products that are fun, easy to use and effective. The company's product line includes the Hooked on Phonics early reading, math and study skills programs.

"I am thrilled to join Smarterville at this particular time when there is an increasing sense of urgency about reading readiness and the foundation that lays for future success," said Bevilacqua. "This is a company that is committed to elevating the conversation about early childhood literacy and has a long history of partnering with parents and educators to help children learn. I look forward to serving the next generation of kids and heightening their interest in books."

Before joining PRIMEDIA in 2006, Bevilacqua was Senior Director, Consumer Products at PBS where she was responsible for retail distribution of PBS educational products. Prior to her consumer products role, she served as Senior Director, Business Development, successfully launching new business models including online video games and video content licensing.

Earlier in her career, Bevilacqua held positions with PricewaterhouseCoopers Management Consulting and Disneyland Paris, European Marketing Group driving marketing communications, distribution, and product development strategies.

Bevilacqua received a BA from Carleton College and an MBA with a focus on Strategy from Yale School of Management.

For More Information Contact:

Hillary Thrasher
202-778-1015
hthrasher@apcworldwide.com

About Smarterville, Inc.

Smarterville Productions LLC is a leading creator of supplemental educational products and media for parents and teachers.. More than two million families and thousands of schools have turned to Smarterville and its portfolio of award-winning education products and media, such as Hooked On Phonics and the PBS series, Reading Rainbow.