



FOR IMMEDIATE RELEASE

March 2, 2010

Contact:

Amy Bevilacqua

abevilacqua@smarterville.com

443-320-2041

Hooked on Phonics Celebrates Read Across America Day

Hooked on Phonics to make special offer encouraging parents and kids to read together

BALTIMORE — Hooked on Phonics, maker of award-winning educational tools to help parents teach their children to read, is recognizing the National Education Association's Read Across America Day 2010 by making a special offer of their *Learn to Read*® kits.

“Hooked on Phonics is all about getting families reading together. We are a company supported by teachers and researchers, but also filled with caring parents who are passionate about helping children learn to read.” said Judy L. Harris, CEO of Smarterville, the company that owns, creates, manufactures, and distributes Hooked on Phonics. “With this special offer, we hope to make it even easier for parents to support their child's natural curiosity and love of books.”

While it might be self-evident, there is an enormous body of research supporting the fact that parental involvement in a child's reading is the most important determinant of a child's reading success. A more important factor than family income or education level, the amount of time spent with children reading is a proven way for parents to insure that their children get off to a strong start in school and in life.

To take advantage of this limited offer, parents can go to www.hookedonphonics.com and use the promotion code “RAA40” to receive 40% off their purchase site-wide. Hooked on Phonics offers not only their signature *Learn to Read*® kit for children aged 3-8, but also *Master Reader* for children ages 7 and older who have mastered basic reading skills but need a boost to read with speed, accuracy, and confidence.

As children master reading skills, they also lay the foundation for a lifetime of learning.

“Children who grow up reading with their parents attend school more regularly and are more likely to complete their educations,” said Judy L. Harris. “We are honored if we can play even a small role in making reading fun for kids and making it easy for parents to help.”

About Hooked on Phonics

Hooked on Phonics, operated by Smarterville, is a leading creator of 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.

About Smarterville

Smarterville, Inc., is backed by Sterling Partners, and is a leading provider of branded, supplemental educational content and solutions. Serving both the consumer and educational markets with respected product brands such as Hooked on Phonics® and Sunburst Technology®, Smarterville empowers parents and teachers to help children succeed. For more information, please visit www.smarterville.com, www.hookedonphonics.com or www.sunburst.com.

About Sterling Partners

Sterling Partners is a leading private equity firm with over 25 years of experience partnering with entrepreneurs to build market-leading businesses and generate superior returns. With approximately \$4 billion of assets under management, Sterling invests growth capital in industries with positive, long-term trends and provides ongoing support to management through a dedicated team of industry veterans, operators, strategy experts and human capital professionals. Sterling Partners is a leader in education, healthcare and business services and is co-headquartered in Chicago and Baltimore. For more information, please visit www.sterlingpartners.com.

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