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WHISPERPHONE® FEATURED IN NEW READING PROGRAM

Weekly Reader Publishing program to focus on early readers

August 13, 2007 (MINNEAPOLIS)—Harebrain, Inc., the maker of WhisperPhone, and Weekly Reader Publishing have partnered to build reading skills. The Learn to READ: Beginning Reading Program, new from Weekly Reader, and its accompanying reading kits for preschool and primary classrooms will include sets of WhisperPhones for students.

“The Learn to READ program is designed to teach children the sounds of letters and words. There’s no better way for beginning readers to learn new words than to hear themselves clearly speaking those new sounds,” explained Keith Garton, senior vice president for development at Weekly Reader.

“WhisperPhone is fun for children to use and encourages the sounding-out of new words that is so critical in building early reading skills.”

“By working together, our companies can even more effectively deliver improved reading results. We’re thrilled to be working with such a high-caliber company that positively impacts literacy skills in millions of children,” said Steve Swain, vice president of business development at Harebrain, Inc.

To learn more about Learn to READ: Beginning Reading Program please visit <http://www.weeklyreader.com/learntoread>. To request a catalog, phone 1-800-446-3355.

About Weekly Reader Publishing

The Weekly Reader Publishing Group (WRPG) creates and distributes innovative educational materials for the school and library markets as well as for corporate customers that are recognized for their engaging content and proven effectiveness in improving student performance. The Group includes Weekly Reader Periodicals, Curriculum Publishing and Custom Publishing; Weekly Reader Research; Gareth Stevens Publishing; World Almanac Education Library Services and Facts for Learning. WRPG is part of The Reader’s Digest Association, Inc.

About WhisperPhone

WhisperPhone, an educational tool for children and adults, is available for purchase online at <http://www.WhisperPhone.com>. WhisperPhone is an educational tool designed to improve reading scores and meet the standards of No Child Left Behind. This hands-free, acoustical voice-feedback headset helps learners hear phonemes, the sounds that compose words, more clearly. Phonemic awareness is a key predictor of literacy success, according to the National Reading Panel. It is hands-free, reversible, lightweight and dishwasher safe. No batteries are required. It is made in the United States by Harebrain, Inc.

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