

BRIGHTPOINT LITERACY
AN IMPRINT OF PEOPLES EDUCATION
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**For Immediate Release
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BRIGHTPOINT LITERACY'S STRATEGY ZONE WINS AEP TECHNOLOGY AWARD

SADDLE BROOK, NJ, June 21, 2011 – Brightpoint Literacy (NASDAQ: PEDH), in partnership with Learning Media, Ltd., is pleased to announce that STRATEGY ZONE, a digital resource for targeted reading comprehension instruction using interactive whiteboards, has been selected as the winner of the Association of Educational Publishers Distinguished Achievement Award for Technology, Whiteboard Application 2011.

Strategy Zone innovatively combines easy-to-use interactive technology with targeted comprehension instruction to improve the reading ability of students in grades 3 and 4. The ready-to-use collection of interactive text passages and graphic organizers features short literary and informational text excerpts from the Orbit Literacy Series, offering a range of reading and text complexity that supports Common Core State Standards instruction.

“We know that for comprehension instruction to be effective, it must be intentional, explicit, and focused,” stated Linda Hoyt, literacy expert. “The learning design and interactivity that underpins Strategy Zone firmly integrates these three key factors into a program that has student engagement, reflection, and extension at its core.”

“We are pleased to provide educators with award-winning, innovative programs that use interactive technology in meaningful ways,” said Ginny Tanaka, VP of National Sales. “Strategy Zone is designed so that students can fully participate, using the interactive whiteboard to learn and apply comprehension strategies.”

For a free trial of Strategy Zone and more information on Brightpoint Literacy's full line of research-based programs, call 1.888.424.8398 or visit BrightpointLiteracy.com. Information about the Association of Educational Publishers Distinguished Achievement Award is available at www.aepweb.org.

About Brightpoint Literacy

Brightpoint Literacy, headquartered in Saddle Brook, New Jersey, is an imprint of Peoples Education. Brightpoint Literacy serves the U.S. K–8 market with a comprehensive selection of research-based, cross-curricular materials. Brightpoint Literacy is the exclusive distributor in the United States for products published by Learning Media, Ltd. and two other literacy publishers. The Brightpoint Literacy product line includes an extensive selection of leveled reading materials, high-interest engaging

resources for striving readers, cross-curricular series, and selections and strategies for English language learners.

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