

BRIGHTPOINT LITERACY
AN IMPRINT OF PEOPLES EDUCATION
299 Market Street
Saddle Brook, NJ 07663

**For Immediate Release
August 22, 2011**

BRIGHTPOINT LITERACY ANNOUNCES CHANCE TO WIN \$250 IN RESOURCES FROM THE NEW 2011-2012 ONLINE CATALOG

SADDLE BROOK, NJ, August 22, 2011—Brightpoint Literacy is pleased to announce that the 2011–2012 catalog is now available online at BrightpointLiteracy.com/catalog. Educators who download the catalog before September 30, 2011, have the opportunity to enter to win \$250 from our extensive Brightpoint Literacy collection. One winner will be selected by a random drawing and announced on October 3, 2011.

The catalog features a wide variety of literacy resources, including new Connect 2 Common Core book packages for grades K–6. These leveled reading packages align with themes of the Common Core Curriculum Maps and are designed to explore the essential questions embedded in the themes.

Highlighted in the catalog are new teaching resources for BOLDPRINT Graphic Novels. Newly developed lesson plans provide teachers of grades 4–8 with research-based strategies for teaching comprehension strategies, common core standards for literature, and the unique features of graphica. Each lesson plan is accompanied by a reproducible graphic organizer for extended learning.

“We are very excited to launch our new catalog with the opportunity to give educators a chance to win free materials for their students,” commented Ginny Tanaka, VP of Sales. “We’re also introducing new bookroom configurations that are going green. Each bookroom comes with a prepackaged 6-pack of every title and will now include copies of the new Bookroom Resources CD-ROM which contains lesson plans and more. We know teachers will appreciate the convenience of downloading the lesson plans right to their own computers.”

For more information on Brightpoint Literacy’s full line of research-based programs, call 1-888-424-8398 or visit BrightpointLiteracy.com.

About Brightpoint Literacy

Brightpoint Literacy, headquartered in Saddle Brook, New Jersey, is an imprint of Peoples Education (NASDAQ: PEDH). 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 three leading 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.

Contact

Ginny Tanaka, VP National Sales
201-708-6468