

PEOPLES EDUCATION  
299 Market Street  
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**For Immediate Release**  
**October 24, 2011**

**PEOPLES EDUCATION ANNOUNCES a Matching Grant Opportunity for Striving Readers Comprehensive Literacy Discretionary Grant Award Winners**

*SADDLE BROOK, NJ, October 24, 2011*—Peoples Education is pleased to announce a matching grant program for educators in the six states that have been awarded Striving Readers Comprehensive Literacy grants. The awards, announced by the federal government last month, are aimed at advancing literacy skills, reading, and writing for students from early childhood through grade 12. The Georgia, Louisiana, Montana, Nevada, Pennsylvania, and Texas Departments of Education will award sub-grants to local education agencies (LEAs) to develop and implement a comprehensive approach to improving literacy achievement of all students, including English language learners and special needs students.

With the continued emphasis on student achievement, Peoples Education and its imprint, Brightpoint Literacy, are pleased to offer a special opportunity to grantees who are striving to accelerate the literacy progress of their neediest students. All purchases from the Peoples Education and Brightpoint Literacy 2011-12 catalogs made with validated LEA sub-grant award funds by May 31, 2012, will be eligible to receive up to the purchase amount (before shipping) in additional product at no cost. A special Striving Readers Comprehensive Literacy Grant Web page [www.peopleseducation.com/striving-readers-grant](http://www.peopleseducation.com/striving-readers-grant) has been set up on the Peoples Education Website to provide additional information.

“This is an unprecedented opportunity for Peoples Education to support educators,” commented Brian Beckwith, president and CEO. “Educators can choose from a wide selection of print and digital resources that align to grant initiatives and the company will match their purchase equally with additional complimentary products. We are looking forward to partnering with districts that are committed to raising achievement of all students, especially those most in need.” For offer terms and requirements, please contact your state representative, a customer service specialist at 800-822-1080, ext. 525 or on our Website at [www.peopleseducation.com/contact](http://www.peopleseducation.com/contact).

For more information on Peoples Education’s full line of research-based programs, call 800-822-1080, ext. 525 or visit [PeoplesEducation.com](http://PeoplesEducation.com) and [BrightpointLiteracy.com](http://BrightpointLiteracy.com).

**About Peoples Education**

Peoples Educational Holdings, Inc. (NASDAQ: PEDH) is a publisher and marketer of print and digital educational materials for the K–12 school market.

**Test Preparation, Assessment, and Instruction**

Test Preparation and Assessment: The company creates and sells state-customized, print and digital, test preparation and assessment materials that help teachers prepare students for success in school and for required state proficiency tests for grades 1–12.

Instruction: The company produces and sells proprietary state-customized print worktexts and print and Web-based delivered assessments for grades 1–8. These products provide students with in-depth instruction and practice in reading, language arts, and mathematics. In addition, the company’s backlist remedial and multicultural products are included in this group.

**Literacy**

The company, under the Brightpoint Literacy imprint, distributes supplemental literacy materials for grades K–8. These materials include an extensive selection of leveled reading materials and high-interest, engaging resources for striving readers. These series integrate reading, science, and social studies with selections and strategies for students who are in the process of learning English.

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