

FOR IMMEDIATE RELEASE: September 16, 2008

Early Start™: My First Highlight Book of Numbers Wins Dr. Toy Award

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Early Start™: My First Highlight Book of Numbers was named one of Dr. Toy's 100 Best Children's Products of 2008.

According to child development expert Dr. Toy, **Early Start: My First Highlight Book of Numbers encourages "...parents and teachers to focus on the value of play as essential to the learning process...Children learn best through play, and this smart product encourages children to maximize their potentials."**

My First Highlight Book of Numbers was carefully chosen for Dr Toy's list from among thousands of products using criteria such as safety, age-appropriateness, design, lasting play value, cultural and ethnic diversity, educational value, creativity, and, naturally, fun! For more information, visit Dr. Toy's Guide, at <http://www.drtoy.com>.

My First Highlight Book of Numbers is part of The Early Start™ Active Reading™ series. The Early Start™ Active Reading™ method was created by early childhood experts to help boost language and intellectual development during a child's first three years, a critical period of growth.

Early Start™ books are designed around how children learn about the world —through conversation, play and discovery. Each book includes elements like pull-tabs, flaps and textures to entertain and engage a child so they will absorb what they are reading. The books also feature Active Reading™ suggestions to encourage a more complete reading experience.

My First Highlight Book of Numbers features an innovative patent-pending technique called Color Highlighting. Color Highlighting places a full color object against a black and white backdrop, isolating it so that a child can easily identify it. Each full spread in My First Highlight Book of Numbers portrays numbered sets of barnyard animals, but only one set of animals is highlighted on each spread. This allows a child easily to easily pick out a numbered set of animals, and build confidence in their ability to count.

Award winning Early Start™ Active Reading books allow parents to encourage and nurture their child's imagination, intellect and curiosity. ***For more information about Early Start™ books and product reviews, visit www.earlystartchild.com***

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Dr Toy's "100 Best" list recognizes excellence in children's products that are safe, stimulating and engage learning and development in children. According to Noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy), **Early Start: My First Highlight Book of Numbers encourages "...parents and teachers to focus on the value of play as essential to the learning process...Children learn best through play, and this smart product encourages children to maximize their potentials."**

My First Highlight Book of Numbers was carefully chosen from among thousands of products that Dr Toy has reviewed at toy fairs, catalogs, and through many other sources, and by using extensive criteria she has developed over many years. Among the criteria used are: safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, good value for price, and, naturally, fun. For more information, visit Dr. Toy's Guide, at <http://www.drtoy.com>.

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Award-winning Early Start™ books are designed around the way that children learn about the world —through conversation, play and discovery. Each book includes fun, interactive elements like pull-tabs, flaps and textures to entertain and engage a child so they will absorb what they are reading. At the bottom of each page of the books, Active Reading™ suggestions encourage a more complete reading experience. ***For more information about Early Start books™ and product reviews, visit www.earlystartchild.com.***

My First Highlight Book of Numbers is part of The Early Start™ Active Reading™ series. The Active Reading™ method was created by early childhood experts to help boost language development and other important skills during the critical period of birth to age three, during which a child's brain experiences nearly exponential growth.

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FOR IMMEDIATE RELEASE: December 2, 2008

Early Start™ Books win Dr. Toy Award

Dr. Toy chooses Early Start™ My First Flip-Flap Book of Fruit and My First Slide-Out Book of Opposites as Best Picks For 2008.

My First Flip-Flap Book of Fruit and My First Slide-Out Book of Opposites were carefully selected for the Dr. Toy Best Picks for their excellence in value, creativity, and innovation, specifically in captivating a child's interest through play. According to noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy), "Play is vital for the developing mind because it allows children to extend their imagination, resourcefulness, social interaction, problem-solving skills and resilience." *For more information, visit Dr. Toy's Guide, at <http://www.drtoy.com>.*

The Early Start™ Active Reading™ method utilized in My First Flip-Flap Book of Fruit and My First Slide-Out Book of Opposites was created by early childhood experts to help boost language and intellectual development during a child's first three years, a critical period of growth.

Early Start™ books are designed around how children learn about the world —through conversation, play and discovery. Each book includes elements like pull-tabs, flaps and textures to entertain and engage a child so they will absorb what they are reading. The books also feature Active Reading™ suggestions to encourage a more complete reading experience.

My First Slide-Out Book of Opposites will delight children with its magically changing illustrations. A clean little boy is ready to eat spaghetti and meatballs. Pull the tab and now his plate is empty, but his face is dirty. Others examples such as up/down, in/out, and dry/wet are just some of the fun opposite relationships that children will learn about in this book.

My First Flip-Flap Book of Fruit also features illustrations that magically change when the over-sized flaps are lifted. Children will enjoy learning as they lift the flip-flaps to discover where and how their favorite fruits grow.

Award winning Early Start™ Active Reading books allow parents to encourage and nurture their child's imagination, intellect and curiosity. *For more information about Early Start™ books and product reviews, visit www.earlystartchild.com*

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These award winning Early Start™ Active Reading books allow parents to encourage and nurture their child's imagination, intellect and curiosity.

Early Start™ books are designed around the way that children learn about the world — through conversation, play and discovery. Each book includes fun, interactive elements like pull-tabs, flaps and textures to entertain and engage a child so they will absorb what they are reading. At the bottom of each page of the books, Active Reading™ suggestions encourage a more complete reading experience. *For more information about Early Start™ books and product reviews, visit www.earlystartchild.com.*

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