

**Education Publisher Announces Partnership
to Launch New Audiobook Format for Struggling Teens**

Research Validates Audio Reinforcement Helps Underachievers Improve Reading Skills

Toronto, May 2, 2007 -- At the International Reading Association's Annual Conference, Pearson AGS Globe today announced a partnership with Findaway World to offer audio books for underachieving middle and high school students through the Playaway pre-loaded digital audio format. The deal represents the first use of Playaway for educational curriculum materials.

AMP QReads, the first Pearson AGS Globe products to be released on the hand-held device, are now being showcased at the International Reading Association's conference. The *AMP QReads* titles, developed for struggling teen students, are written with age-appropriate content, but at a range of reading levels from grades two to six.

Pearson AGS Globe is also announcing nine textbook titles in Language Arts/Literature, World History, and World Geography & Cultures that will now be available on Playaway.

"Research tells us that audio reinforcement is especially helpful to struggling readers, and we believe Playaway audio books have the potential to revolutionize classroom learning for students with reading challenges," said Pearson AGS Globe publisher Imina Oftedahl. She added, "With Playaway, students will have the added opportunity to hear language repeatedly - an activity essential for building vocabulary, stimulating imagination, increasing reading fluency and providing models of pronunciation, sentence structure and grammatical accuracy."

Research studies indicate that about one-third of the population learn best through listening while building students' confidence to help them succeed.

Christopher Celeste, a founder and president of Findaway World, said, "For students who find reading books problematic, or for students who are not fluent in English, Playaway allows exposure to text through aural interpretation and aural-visual connection. Many students often comprehend more easily by 'reading with their ears' rather than struggling to decode text on its own." He added, "Partnering with an industry leader such as Pearson is tremendously exciting, and promises new opportunity in a critical, and often underserved, area of the educational market."

Unlike CDs and downloads, Playaway audio books - weighing two ounces and about the size of a deck of cards - are completely self-contained. Representing the next format for digital audio, the devices come pre-loaded with content that can be navigated with easy-to-use control buttons on the device. Because every Playaway contains a universal jack they are compatible with most mobility accessories, including headphones, portable speakers and AM/FM transmitters. Playaways can also be checked out to a student for after school or weekend use.

About Pearson AGS Globe

Pearson AGS Globe is the premier education publisher for middle and high school striving learners, providing innovative, research-based curriculum materials, intervention systems, and supplemental resources. Pearson AGS Globe is part of Pearson Education, the world's leading educational publisher. www.pearsonagsglobe.com.

About Findaway World

Findaway World is dedicated to delivering simple and immediate access to content users want or need. Playaway is the first digital audio player of its kind, coming pre-loaded with premier content from leading publishers, authors, record labels, and artists. Custom publishing capabilities extend Playaway's reach to healthcare, education and a variety of market-specific applications. www.playawaydigital.com.

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