



NEWS RELEASE

FOR IMMEDIATE RELEASE

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CREATE ENTHUSIASTIC READERS WITH KNOWLEDGE ADVENTURE'S BOOKS BY YOU™ SOFTWARE

With story lines and art created by FableVision, Knowledge Adventure Books by You inspires creativity and writing as students create and publish personalized books

TORRANCE, Calif. – January 24, 2007 – Knowledge Adventure®, the leader in educational software for the home and the classroom, today announced the release of Knowledge Adventure Books by You™ school version. On the heels of a successful launch in the retail market in September, Knowledge Adventure is providing a supplemental software solution that will encourage students to read through an effective creative process. Knowledge Adventure Books by You is the ultimate creative writing experience for students' grades 3 and up that inspires a love of reading and writing in students as they create and publish their own chapter books.

Award-winning actor and author John Lithgow guides students through the ultimate story-writing experience designed to develop core reading skills. "John Lithgow's excitement, enthusiasm and dedication to Knowledge Adventure Books by You has been incredible. His passion for children's books and the arts is unparalleled and Knowledge Adventure is delighted to have worked with him and his company Lithgow Palooza on this innovative product that inspires students to read," said David Blumstein, chief executive officer of Knowledge Adventure.

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These chapter books are designed to inspire reluctant readers and challenge motivated readers using a creative process sure to instill a lifelong love of reading in students of all levels. As students answer John Lithgow's thought-provoking questions, they are encouraged to make the story their own and expand their vocabulary as new words are introduced. To further gain understanding of the contexts of their stories, students can make detailed edits to large passages of each story and are encouraged to add photos and illustrations to customize their books. Students can further personalize their new chapter books by including details about their life in the About the Author section and creating a unique cover for their book. The end result will offer students the opportunity to publish soft- or hard-cover copies of their books. The books can be easily ordered for a nominal fee and shipped to their homes, or can be printed at school, as well as emailed to family and friends.

Configuration, Pricing and System Requirements

Knowledge Adventure Books by You school versions come with a teacher's manual designed to provide additional lessons on vocabulary development and reading comprehension as well as suggestions on incorporating Knowledge Adventure Books by You into the classroom. The software runs in both Windows® and Macintosh® environments. The software sells for \$20.00 per license and is also available as an unlimited network version for \$699.00.

About Knowledge Adventure

For more than 20 years, children's software pioneer Knowledge Adventure® has set the standard in creating the finest educational products for use in the home and the classroom. The company is internationally renowned for its award-winning software brands including JumpStart®, Math Blaster®, and Reading Blaster®. Tested and trusted by teachers and parents alike, Knowledge Adventure software has helped millions of children build and strengthen essential learning skills. A subsidiary of Knowledge Holdings, Inc., the company is based in Los Angeles. # #