

Peoples Education

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New Exclusive Approach to First Grade Standards Prep

Peoples Education Debuts Measuring Up for Level A/Grade 1

Saddle Brook, New Jersey, August 3, 2009 – Peoples Education, a division of Peoples Educational Holdings, Inc. (NASDAQ: PEDH), is a leading provider of supplemental educational material for the K-12 school market and announced today the addition of first grade materials to the successful Measuring Up to the California Content Standards program. This exclusive approach to first grade standards preparation includes two levels in one book to give teachers flexibility to differentiate instruction for a wide range of student needs. The Level A program includes instructional worktexts, Diagnostic Practice Tests, and Building Stamina booklets for English Language Arts and Mathematics.

“We took our time to research what would be the best option for first grade teachers and their students,” commented Diane M. Miller, the company’s co-founder and Chief Creative Officer. “Having two sets of lessons on the same standards allows teachers to scaffold instruction for their first-grade students and for second-grade students who need specialized instruction to bridge the gap from first grade to second. We believe this program meets the needs of California educators in a more realistic way than traditional materials.”

The worktexts include Early Level lessons to be used at the beginning of first grade and Bridging Level lessons for the second half of first grade and second graders needing intervention. The program helps students transition to second grade and prepare early for the second grade assessment.

Lisa Anderson, a key advisor on the project and K-6 Reading Specialist from National City, said, “I am thrilled Peoples Education is coming out with a Grade One version of Measuring Up. I love how these workbooks present the essential California standards in an easy-to-learn, student-friendly format.”

A variety of assessment tools are available to help teachers diagnose student needs and monitor progress. Two short Diagnostic Practice Tests, one for Early Level and one for Bridging Level, can be used as a pretest and posttest for the program. These diagnostic assessments cover the key grade 1 standards with 30 questions each. Separate Building Stamina booklets are designed as formative assessments to be used at the end of each chapter in the Early and Bridging levels. All the assessment results can be used to prescribe specific Early and Bridging lessons in the Level A Measuring Up worktext for a truly customized approach for every classroom.

About Peoples Educational Holdings, Inc.

Peoples Educational Holdings, Inc. is a publisher and marketer of print and electronic educational materials for the K-12 school market. The Company focuses its efforts in two market areas:

Test Preparation, Assessment, and Instruction

Test Preparation and Assessment: The Company creates and sells state customized, print and electronic, test preparation and assessment materials that help teachers prepare students for success in school and for required state proficiency tests, grades 2-12.

Instruction: The Company produces and sells proprietary state customized print worktexts and print and web-based delivered assessments, for Grades 2-8. 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 distributes K-8 supplemental literacy materials for three publishers, on an exclusive basis in the United States. These materials include an extensive selection of leveled reading materials; high interest engaging resources for striving readers; series that integrate reading, science and social studies; and selections and strategies for English Language Learners.

College Preparation

The Company distributes instructional materials that meet the academic standards high schools require for honors, college preparation, and Advanced Placement courses. The Company is the exclusive high school distributor for two major college publishers, and also creates proprietary supplemental materials for this market.

The Company's proprietary products are supplemental in nature. They are predominately soft-cover, high gross profit margin titles that can be sold efficiently through the Company's direct sales force, as well as through catalogs, direct mail, telemarketing, and independent commission sales representatives. Distributed products are both basal and supplemental in nature.

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