



**HOLT, RINEHART AND WINSTON**

A Harcourt Education Company

**For More Information:**

Jennifer Harrison, 916-716-0636

[jharrisonpr@attbi.com](mailto:jharrisonpr@attbi.com)

Pam Nelson, 512-721-7800

[pnelson@hrw.com](mailto:pnelson@hrw.com)

**Two New Executives Join Holt**

*Senior Vice Presidents for Marketing and Sales Departments*

**Austin, Texas – June 18, 2002** – Holt, Rinehart and Winston—increasing its focus on marketing and sales of print and online textbooks and classroom resources—announced today that two executives have joined the company to head up the marketing and sales departments.

Pamela Nelson and David Irons are Holt's new senior vice president of marketing and senior vice president of sales, respectively. The hires reflect Holt's latest efforts to increase sales of traditional print textbooks and teaching resources as well as boost recognition for Holt technology products, which include online textbooks, Internet resources for teachers and students, One-Stop Planners®, and CD-ROM teaching resources.

"We are rapidly increasing the technology products that complement our line of print textbooks," said Judy Fowler, Holt's president. "Pam and David have the experience to market and sell our traditional textbooks as well as the other exciting technology resources we continue to develop for the classroom."

"Holt has a long-standing reputation for creating effective, high-quality textbooks," said Nelson. "I look forward to working with Holt because they are committed to maintaining that standard while aggressively developing new technology resources."

Irons echoed Nelson's comments and added that he has high sales goals. "Judging from the response to our new products, we expect to make a significant dent in our competitors' markets," said Irons. "Holt's print and online products are more effective and easier to use than anyone else's; we expect these new offerings to be a significant help to teachers."

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Both Nelson and Irons bring years of senior management experience to Holt. Nelson's technology expertise was most recently put to work in her position as senior vice president of marketing and education strategy at PowerSchool which was acquired by Apple Computer in 2001. She also served as vice president of marketing, product development and Internet strategies at Mattel Interactive and has worked for Pearson Learning and Computer Curriculum Corp. Irons gained extensive sales experience in the textbook industry while working for Glencoe/McGraw Hill where he served as vice president, director of sales.

Holt takes interactive multimedia curricula to a whole new level by offering numerous online resources. Among Holt's growing portfolio of technology products are online textbooks for science, social studies, language arts, math, and world languages

### **About Holt, Rinehart and Winston**

Holt, Rinehart and Winston is a leading publisher of textbooks and educational materials for grades six through 12 and is part of Harcourt, Inc., a global education provider serving students and teachers in PreK through grade 12, adult learners, and readers of all ages. The Harcourt companies are Harcourt School Publishers; Holt, Rinehart and Winston; Harcourt Supplemental Publishers (including the Rigby and Steck-Vaughn imprints); Harcourt Educational Measurement; The Psychological Corporation; Harcourt Interactive Technology; Classroom Connect; Harcourt Canada; Harcourt Religion Publishers; and Harcourt Trade Publishers. For further information, please visit [www.hrw.com](http://www.hrw.com) or [www.harcourt.com](http://www.harcourt.com).

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