



HOLT, RINEHART AND WINSTON

A Harcourt Education Company

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Holt Professional Development Portfolio Now Includes Three Product Lines

Austin, Texas – March 8, 2003 – Holt, Rinehart and Winston president, Judy Fowler, today announced that three product lines are now available for Holt Professional Development. The print, web-based, and face-to-face professional development products and services reflect Holt’s vision of excellence in professional development and the Holt reputation for outstanding quality.

“The complete catalog of Holt Professional Development offerings provides a balanced approach to teacher training and helps districts comply with requirements of the No Child Left Behind Act (NCLB),” said Judy Fowler, Holt president. “We realize that teachers, administrators, parents and educational leaders are looking for professional development solutions that are research-based, customizable, and available in varied delivery modes.”

In the Web-based category, Holt recently launched two web-based reading and literacy courses which were developed by ACTV, Inc. (Nasdaq: IATV) in collaboration with the San Diego County Office of Education and which will be sold by Holt in all states except California. The new products -- highlighted during the 2003 Florida Education Technology Conference in February -- use ACTV’s patented convergent media technology to combine high-quality video with synchronized delivery of interactive web content.

In California, Holt’s face-to-face language arts teacher training will be delivered by the Sacramento County Office of Education (SCOE), which received state approval as a provider of AB466 professional development aligned with *Holt Literature and Language Arts*—a California state-approved program for reading and language arts. An AB466-approved training module covers literature and reading standards and helps teachers implement researched, best-teaching practices using *Holt Literature and Language Arts*. Participants also learn techniques for assessment, universal access, and planning for instruction. Holt is working with county offices of education, universities, and school districts in other states to develop similar training programs

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using SCOE’s model of combining best-teaching practices with skills-based content, assessment, and differentiated instruction.

And in adding to the portfolio of face-to-face training programs, the Holt Professional Development Speakers Bureau has secured services from well-know authors such as Dr. Kylene Beers, celebrated author of *When Kids Can’t Read—What Teachers Can Do*, and textbook author for *Holt Literature and Language Arts*; and Dr. Judith Irvin, co-author of *Reading and the High School Student: Strategies to Enhance Literacy* and recently featured facilitator of a National Middle Schools Association webcast on *School-wide Literacy: Building Blocks for Academic Achievement*.

“Holt is committed to professional development, to helping teachers deal effectively with new content and new methods,” said Bridget Hadley, Holt vice president of professional development. “Not only have we collected the best resources available to add to our portfolio, but we are actively designing and developing products and services to offer our customers a full range of professional development options, from face-to-face consultant services to cutting-edge Web-based offerings.”

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 Education, 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; Classroom Connect; Harcourt Canada; Harcourt Religion Publishers; and Harcourt Trade Publishers. For further information, please call (800) 992-1627 or visit www.hrw.com or www.harcourt.com.

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About ACTV, Inc.

ACTV, Inc. (Nasdaq: IATV) is a digital media company providing proprietary technologies, tools, and technical and creative services for interactive TV advertising, personalized programming applications and enhanced media. For more information, visit www.actv.com.

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