



HOLT, RINEHART AND WINSTON

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NOTE: See Live Ink for *¡Exprésate!* at the Holt booth #337 during the ACTFL Conference, November 17-20, 2005 in Baltimore.

Holt Adds Award-winning Live Ink Reading Help to *¡Exprésate!* Online Textbooks for Spanish Instruction

AUSTIN, Texas – November 15, 2005– Holt, Rinehart and Winston announced today that the Live Ink® Reading Help is now available in the online versions of Holt’s Spanish textbook *¡Exprésate! Premier Online Edition* -- a Spanish program for middle and high school, which offers new interactive and multisensory learning activities for students. Research of the Live Ink technology shows that it helps students of any reading proficiency and increases comprehension of the subject matter in their textbooks.

Holt worked closely with the researchers who developed Live Ink Reading Help to determine its best application in a foreign language curriculum. By converting selected texts to Live Ink, students’ comprehension and decoding skills improve significantly. This will not only aid comprehension but help students better understand Spanish sentence structure, leading to a deeper knowledge of the language.

“The response from teachers using Live Ink and the research on Live Ink’s effectiveness suggest that this technology has a positive and discernable effect on students’ reading scores and their ability to retain these gains across disciplines,” said Greg Long, vice president of marketing. “By providing Live Ink-enhanced text in our Spanish curriculum, we are giving students one other tool to enhance and personalize their learning experience, which is paramount to effective foreign language instruction.”

The *¡Exprésate! Online Edition* is the Web-based edition of *¡Exprésate!* ©2006, Holt’s newest Spanish program that employs instructional and multisensory learning techniques to connect students to Spanish-speaking countries, their arts, culture, and people, while teaching them to communicate in Spanish. The Web-based medium allows students to select over 40 hours of visual and audio resources at the click of a button.

Live Ink-enhanced text conveys visual cues to sentence structure through a patented method of re-formatting text in a cascading phrase style that helps students become better readers. Research in reading proficiency among all students using Live Ink, including English-language learners and advanced readers, found a significant increase in Terra Nova Reading Proficiency test scores during a year-long study.

Live Ink was developed by researchers at Walker Reading Technologies, Inc. who reviewed 50 years of published research in cognitive neuroscience, linguistics, visual perception, information processing, and reading psychology to develop fundamental algorithms for processing text into a format

that is easier for the eyes to scan and for the brain to comprehend. With the support of an Innovation Award from the US Department of Education, research at the Center for Cognitive Science, University of Minnesota, and Denver University School of Educational Technology validated that Live Ink-enhanced text does improve academic performance and reading proficiency.

Holt Live Ink® Reading Help for Holt Online Learning is a winner in the Association of Educational Publishers 2005 Distinguished Achievement Awards in the category of Special Needs Educational Materials, Hi/Lo Reading Materials for Children. Readers have their choice of formats—standard, block-paragraph or the Live Ink format—with a single click on the online textbook, which opens a window with the modified text layout.

Holt holds the exclusive rights to use the Live Ink technology. To learn more about Live Ink, visit www.hrw.com/liveink.

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 Achieve (including the Rigby, Steck-Vaughn, and Saxon imprints); Harcourt Assessment; Classroom Connect; Harcourt Canada; 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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