

Press Release

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Announcing the Heinemann-Raintree “Ask a Librarian” Service for Educators

FOR IMMEDIATE RELEASE

Chicago, IL - Educational publisher Heinemann-Raintree announces the launch of Ask a Librarian, a free service for educators. This web-based feature will provide a unique, personalized service for educators. Ask a Librarian will allow website visitors to interface with a staff librarian and submit inquiries on a variety of topics. Librarians can use the feature to gain assistance in selecting titles, get suggestions for collection development, obtain tips for promoting nonfiction, and receive advice for meeting the needs of readers.

Dennis DeCock, Heinemann-Raintree's Vice-President of Sales and Marketing, notes the importance of providing outstanding, tailored services for customers. “Heinemann-Raintree chose to offer this distinctive and free service as evidence of our strong commitment to providing exceptional customer service,” says DeCock. “We feel this new feature will be a valuable addition to our online offerings,” DeCock added.

Heinemann-Raintree officially launches the Ask a Librarian feature on its websites on Monday, March 19, 2007.

Heinemann-Raintree's Ask a Librarian service is available through the company's two library websites:
www.heinemannlibrary.com
www.raintreelibrary.com

About Heinemann-Raintree

Heinemann-Raintree, a division of Harcourt Education, is a leading publisher of children's nonfiction books, serving schools and public libraries. Our three major imprints are Heinemann Library, Raintree Library, and Heinemann-Raintree Classroom. All Heinemann-Raintree books feature appropriately leveled text, carefully chosen content, and engaging design.

For more information, visit www.heinemannraintree.com or contact Cathleen Ann, Marketing Manager, at cathleen.ann@hil.com or phone 312-324-5292.