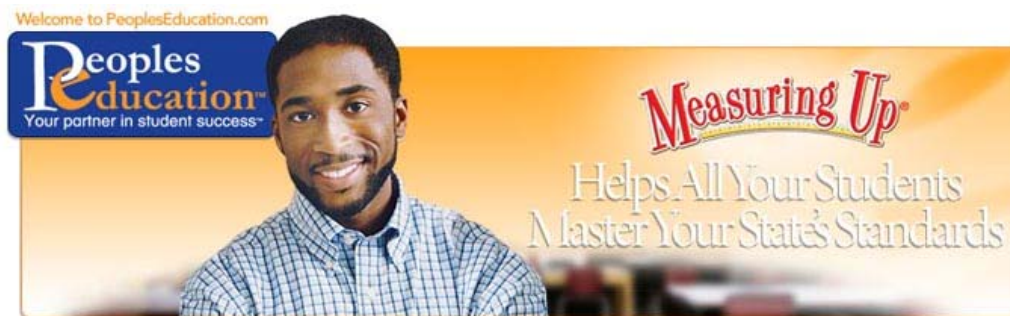


# Peoples Education Completes Texas Measuring Up Express Program with new Reading Materials



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Author: [Peoples Education](#)

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New Quick and Easy Test Preparation Now Available for Reading, Math, and Science

Saddle Brook, New Jersey, October 6, 2009 – Peoples Education, a leading provider of supplemental [educational material](#) for the K-12 school market, today announced the addition of Reading, Grades 3-8 materials to the successful Measuring Up Express for the TAKS program. This new program, which first launched late last year, now offers a complete line of Reading, Math, and Science materials for Texas elementary and middle school tested grade levels. The Reading, Grades 3-8 program, includes student worktexts, Diagnostic Practice Tests, and Formative Assessments.

“Teachers told us that they are beginning to instructionally move to the new reading TEKS, but these TEKS are not yet tested. They still need materials to help students succeed on the pre-existing TEKS, which will be tested in 2010 and beyond,” commented Brian T. Beckwith, the company’s President and CEO. “Peoples Education has a history of responding to Texas educators’ needs promptly and with

high-quality TEKS and TAKS-customized content. This new reading TAKS preparation and review program is no exception.”

The [Measuring Up Express](#) worktexts are a companion to the successful Measuring Up to the TEKS program. The new books address the TEKS that will be tested in 2010 with new content and reading passages. In areas where students need extra instructional support, Measuring Up lessons can be selected for in-depth standards coverage. For quick and easy test review 3-6 weeks prior to the TAKS, Measuring Up Express lessons are the perfect tool. The short lessons provide a brief review of the standards and relevant vocabulary, as well as test practice in the format of the current TAKS. The Measuring Up Express books also include a correlation to the new reading TEKS to help teachers and students as they transition to the new standards.

“Peoples Education has worked tirelessly to align the TEKS with the Measuring Up Express Reading worktexts,” remarked Elizabeth Firmin Birdwell, Executive Director of Curriculum and Instruction at Duncanville ISD. “I think teachers will enjoy the product and they will find that it is cognitively aligned.”

The Measuring Up Express program includes free Formative Assessments as blackline masters so teachers can monitor student progress at the end of every chapter. Two free Diagnostic Practice Tests for each student allow teachers to diagnose student weaknesses and prescribe review lessons in the Measuring Up Express OR Measuring Up worktexts. This diagnose-prescribe-instruct model in the Measuring Up program has helped over 3 million Texas students improve test scores.

**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 three 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**

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.

### **Preparation**

### **Contact:**

Ginny Tanaka, Vice President of National Sales

(201) 708-6468

[gtanaka@peoplesed.com](mailto:gtanaka@peoplesed.com)

[www.peopleseducation.com](http://www.peopleseducation.com)

Contact Details: Peoples Education

299 Market Street

Saddle Brook, NJ 07663

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