

Peoples Education Debuts ePath Knowledge Suite of Online Tools



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Peoples Education Launches ePath Knowledge™ Series of Online Tools
Saddle Brook, New Jersey, October 2, 2009—Peoples Educational Holdings, Inc. (NASDAQ: PEDH), a leading provider of print and online supplemental educational materials for the K-12 school market, is pleased to announce the launch of their new ePath Knowledge™ series of online tools for educators to address specific needs in schools. The initial launch of the ePath Knowledge™ series consists of three distinct offerings: ePath Assess™—the online formative assessment, progress monitoring, and reporting platform, ePath Discovery™—a targeted, state-specific online remediation and reporting system, and Practice Path™—the ongoing skill building and standards and test practice system. The tools share a common design featuring intuitive, easy-to-use interfaces, visually based reporting, and customized, state-specific content.



"We are extremely excited about our new ePath Knowledge™ offerings and the potential of these tools to make a significant impact in K–12 schools," said Brian Beckwith, President and CEO. "The tools in the ePath Knowledge™ series work together to deliver an integrated solution or as standalone offerings to fill in the 'missing piece' of any existing solution. This flexibility, combined with our high-quality content, user-friendly design, renowned service and support, and affordable pricing will make ePath Knowledge™ a 'go to' solution for schools."

"We had the opportunity to pilot Practice Path™ for our summer Jump Start program," said Stephanie Shaffer, Basic Skills Instructor from Franklin Township School District, NJ. "I honestly have to say the program has a lot to offer for both the teachers and students. I found the program offered a wide array of usable information and the students loved it. Because of our summer experience, we are going to use the program this school year."

The ePath Knowledge™ offerings allow local and state level education agencies to provide powerful, state-specific tools accessible via any computer with an available connection to the Internet. Each ePath Knowledge™ tool addresses distinct educational needs while straightforward, visually based reports promote informed classroom instruction, so educators can readily identify the needs of each student or groups of students. The ePath Knowledge™ tools are available in the following geographic areas: The ePath Assess™ solution is available in all 11 of Peoples Education's current states (AZ, CA, FL, GA, IL, NJ, NY, OH, PA, TX, and VA), while ePath Discovery™ is currently available in California and Texas only and Practice Path™ is currently available in California, Texas, and New Jersey with more states to come. For additional information about Peoples Education ePath Knowledge™ tools, go to www.PeoplesEducation.com.

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.

Preparation

Distributed products are both basal and supplemental in nature.

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