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FOR IMMEDIATE RELEASE

Block Publishing's *True Blue Friend* Wins the Prestigious Teachers' Choice Award

Pacific Grove, CA — Books and software make a winning combination for Block Publishing. The company proudly announced today that its second title, *True Blue Friend*, has been chosen to receive a Teachers' Choice Award in Learning® Magazine's 13th annual awards program. Winners will be featured in the January 2007 issue of Learning®.

The Teachers' Choice Award was started in 1994 and is the only awards program judged by teachers in the classroom. The program is committed to providing teachers with practical, hands-on tools to enhance their lessons.

True Blue Friend was one of only 65 products selected from the more than 450 products evaluated by a nationwide panel of teachers. Products were judged on quality, instructional value, ease of use, and innovation. Evaluators touted the product as a "great resource that could be used in a lot of ways."

"Receiving this award from Learning magazine is a major event for a small company like mine," says Cheryl Block, company president. "It tells me that we are creating products that teachers value and can use effectively in their classrooms."

True Blue Friend is the second title in the *Webs to Whales Nature Tales™* series books with software. Each CD-ROM teaches the science behind the story through narrated lessons, interactive games and printable activities in reading, math, and science. Materials are correlated to both state and national science standards.

About Block Publishing

Block Publishing publishes children's books and software that focus on science literacy for grades K-3. Realizing that teachers have limited time and resources, our products help teachers to integrate science with both literature and technology. They work well for whole-class instruction and independent study, consolidating information and activities in one easy-to-use resource.

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