



NEWS RELEASE

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TeachingBooks.net Named Finalist for 2006 EdNET Rookie of the Year Award

TeachingBooks.net honored for its important contributions to the education industry

MADISON, WIS. (August 14, 2006) – The Heller Reports, a QED company and leading provider of education market news and events, today announced *TeachingBooks.net* is a finalist for the EdNET 2006 Rookie of the Year Award. The honor is part of the prestigious EdNET Industry Awards program that recognizes organizations that have made important contributions through their products and programs to the education industry in the past year.

TeachingBooks.net is an interactive online service designed to generate enthusiasm for books and reading. Spanning thousands of fiction and non-fiction titles for children and young adults, *TeachingBooks.net* provides educators, students and families with a diverse and expanding collection of author programs, book readings, book guides, and other K-12 resources that reveal the spirit and personality within books. Each resource brings a book to life by connecting it to the reader in a new, personalized way. *TeachingBooks.net's* efforts have been well received by educators - in just 30 months of operation, *TeachingBooks.net* is currently licensed to more than 14,000 schools, encompassing over 9 million students.

“By combining reading and technology, *TeachingBooks.net* is dramatically changing the way students learn about books,” said Nick Glass, founder of *TeachingBooks.net*. “We are honored to be recognized by EdNET for our efforts to motivate readers.”

A panel of leading education industry experts selected the finalists for the EdNET 2006 Industry Awards, which is coordinated by The Heller Reports and Quality Education Data (QED), a Scholastic company and leading provider of integrated marketing services for the pre-K through higher education markets. The EdNET Rookie of the Year Award honors the most promising start-up venture that is less than two years old and has the greatest potential to be a significant player in the education industry in the coming years.

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“Our goal in providing on-going coordination of the EdNET awards is to recognize the finalists as model organizations that are moving the industry forward, making a unique contribution that embodies the spirit of business in service of K-12 education,” said Michael Jay, president of Educational Systemics and program coordinator of the EdNET Industry Awards.

“We commend the EdNET Industry Award finalists for going the extra distance to inspire and support educators in their efforts to advance classroom learning, so that our nation’s students will be prepared to compete in an global economy,” said Andy Lacy, general manager of QED.

Award winners will be announced on Sept. 19, 2006, during the EdNET Conference in Boston.

For more information about the awards program, visit www.QEDData.com or phone 800-525-5811, ext. 9421. For more information about *TeachingBooks.net*, or to sign up for a free 14-day trial, visit www.teachingbooks.net or phone 800-596-0710.

About EdNET

The EdNET Industry Awards program was created in 1992 to champion the efforts of progressive organizations helping to revitalize the nation’s educational system. The program has become a focal point of the EdNET Conference, the education market’s premier annual networking conference produced by The Heller Reports, a Quality Education Data company. The EdNET Conference brings together education executives, school administrators, and policymakers to network and build strategic business partnerships. The EdNET 2006 Conference will be in Boston on Sept. 17-19. For more information about the EdNET Conference and awards program, visit www.QEDData.com or phone 877-435-5373, ext. 9421.

About TeachingBooks.net

TeachingBooks.net LLC is committed to bringing books to life by providing thousands of author programs, book readings, book guides, and other K-12 multimedia resources that reveal the spirit and personality within books. The company delivers an interactive online service designed to facilitate learning about and discussion of books to inspire students to read. The company was established in 2000 and is headquartered in Madison, Wis. For more information, visit www.teachingbooks.net or phone 608-257-2919.

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