

FOR IMMEDIATE RELEASE

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Contact:

Eileen Petridis
Robert Falls & Co.
Public Relations
(216) 696-0229
epetridis@robertfalls.com

Just in time for back-to-school preparations....

**NEW, AWARD-WINNING MARK-MY-TIME™ DIGITAL BOOKMARK
HELPS MOTIVATE CHILDREN TO READ**

**Innovative Portable Timer with Alarm Also Allows Parents to Track Reading Time
Easily and Accurately**

CHANDLER HEIGHTS, AZ – The new school year is just around the corner, and it's never been easier to monitor children's reading times or get them excited about reading thanks to the new Mark-My-Time™ digital bookmark. Named "Best New Product" by BookExpo America, this innovative digital bookmark features bright, fun colors and electronic functions that will encourage kids to make reading a daily habit. For parents, a simple touch of a button means that daily reading minutes are recorded easily and accurately.

Reading test results from across the country show that a growing number of fourth graders are struggling to pass their reading proficiency tests. Another recent report further found that 13 percent of college freshmen need to take remedial reading classes.

Without a doubt, America's children are experiencing a reading proficiency crisis. That's why the new Mark-My-Time digital bookmark is a welcome addition to retailers' shelves. Pilot testing of the bookmark in 2004 proved it was effective in helping to increase reading time by getting students excited about the progress they were making. According to the National Center for Education Statistics, there is a positive correlation between reading ability and the extent to which students read recreationally. Since the unique digital bookmark effectively makes reading fun, students are eager to read more often.

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“When we first developed the concept for the digital bookmark, it was in response to our need to accurately track our own children’s reading times,” said Maureen Farinella, founder of Mark-My-Time. “My husband, Joe, and I asked other parents what they used, but no one had a good solution. So, together, we created one. What we found, however, was that more people were attracted to our product because of its ability to actually get children excited about reading.”

The award-winning Mark-My-Time digital bookmark is made of durable polyethylene plastic and comes in three hot colors—lime, plum and turquoise. Its slim form fits neatly between the pages of any book. At the top is a digital clock that’s powered by an inexpensive, replaceable watch battery. Parents can choose to set a countdown timer with alarm that alerts students when they have completed their required reading time without them having to ask every two minutes, “Am I done yet?” Or, there is a cumulative timer, ideal for multi-session reading, which tracks total time read throughout the day.

In addition to serving as a useful tool during reading sessions, the Mark-My-Time digital bookmark is also ideal for timing music practice sessions, timed math fact activities, meetings, homework study sessions, cooking and interval training when exercising.

In time for back-to-school preparation, the Mark-My-Time digital bookmark will be available nationwide at leading bookstores, discount drug chains and wholesale clubs at an average retail price of \$8.95.

For information regarding retail availability, usage tips, testimonials and fundraising-related activities, or to place an online order, visit www.mark-my-time.com.

Editor’s Note: Product photography and/or samples can be requested through Eileen Petridis at Robert Falls & Co. Public Relations at (216) 696-0229 or epetridis@robertfalls.com.