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**AWARD-WINNING MARK-MY-TIME™ DIGITAL BOOKMARK  
IDEAL FOR SCHOOL FUNDRAISING EFFORTS**

**Three Distinct Programs Provide Valuable, Educational Product  
and Creative Revenue Opportunity**

CHANDLER HEIGHTS, AZ – Now schools have a fun new way to raise desperately needed funds with the award-winning Mark-My-Time™ digital bookmark. The innovative, portable timer, available for \$8.95, not only allows parents to easily and accurately monitor their children's reading times via a digital clock and alarm, but its bright colors and electronic functions have also proven effective in motivating children to read more. And that's not all. Thanks to three practical fundraising programs, the digital bookmark also provides a valuable revenue opportunity for schools and other non-profit organizations.

Program A - Online

One of the easiest programs to implement and maintain, the online fundraising option allows parents, friends and others to order, pay and receive the Mark-My-Time digital bookmark in their own homes. Best of all, the school receives 10 percent of every purchase.

A designated fundraising coordinator simply requests a school Promo Code from Mark-My-Time. Whenever that code appears on an online order via [www.mark-my-time.com](http://www.mark-my-time.com), the school receives a 10 percent donation. Mark-My-Time even provides sample letters, flyers and newsletter inserts that can be used when promoting the program. There are no minimum quantities or limitations. Simply receive the code and watch the donations add up.

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### Program B - School Sales

The most profitable of the three programs, the on-site school sales option allows schools to receive 40 percent of total sales. With this program, the fundraising coordinator orders and pays for the product which is packaged in quantities of 12 bookmarks per case. (Orders over one carton—16 case packs—qualify for free shipping.) By using the school's non-profit or reseller identification number, the coordinator receives the product at a 40 percent discount and is able to resell it for the full \$8.95 value. There is also an opportunity to personalize the bookmarks with a school logo for an additional charge. Again, Mark-My-Time provides sample letters and flyers through its web site to help with the on-site promotion.

### Program C - Lifetime Reader Read-A-Thon

This program not only provides a revenue opportunity for the school but also gets children excited about reading. Students secure per-minute reading sponsors from friends and family. Each participating classroom receives a Read-A-Thon kit, which sells for \$10 each (plus shipping) and includes a progress poster, one Mark-My-Time digital bookmark and 25 sponsor envelopes. The teacher uses the accurate Mark-My-Time digital bookmark to time student reading. When the event is over, the bookmark can be used as an incentive and given to the student who has read the most or who has raised the most money in the class.

“We are committed to helping schools make reading a life-long habit for their students,” says Joe Farinella, founder of Mark-My-Time. “That’s why we’re excited about the opportunity to offer schools this fundraising option that includes a product with real value for the students and their parents. Unlike many fundraising products that are forgotten or tossed, our digital bookmark is

—more—

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The Mark-My-Time digital bookmark was named “Best New Product of 2004” by BookExpo America. It 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 almost 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, that 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 and cooking.

For more information about the innovative Mark-My-Time digital bookmark, as well as related fundraising programs, visit [www.mark-my-time.com](http://www.mark-my-time.com).

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