

FOR IMMEDIATE RELEASE

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AWARD-WINNING MARK-MY-TIME™ DIGITAL BOOKMARK IS THE IDEAL STOCKING STUFFER THIS HOLIDAY SEASON

**Innovative Portable Timer with Alarm Is a Hit with Both Parents and Children;
Sold Out When Pilot Tested Last Holiday Season**

CHANDLER HEIGHTS, AZ – Searching for the perfect stocking stuffer for your kids this holiday season? Look no farther than the Mark-My-Time digital bookmark. Named "Best New Product" by BookExpo America, this innovative bookmark features bright, fun colors and electronic functions that will encourage your kids to get excited about reading during their winter break. Not only will your kids enjoy using this colorful, stimulating product, but parents will also enjoy how easy it is to accurately record their children's required reading times.

The unique Mark-My-Time digital bookmark is the perfect fit for a stocking stuffer – colorful, slim and priced just right! It's the only stocking stuffer this holiday season that will delight both parents and children. Parents will love the educational value and the quick results the Mark-My-Time digital bookmark provides. Children love the idea of timing themselves and watching how quickly their reading progresses.

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 this holiday season. Pilot testing of the bookmark in the fourth quarter of 2004 proved it was seen as the perfect gift idea. In fact, nearly every retail outlet that stocked it for the holidays last year sold out prior to the New Year ringing in.

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 the holiday season, 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.*