

WORDSMART® Bulletin

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We Guarantee Your Satisfaction

WordSmart will have a great impact on your student's life. We guarantee it.

Try WordSmart for 30 days. If for any reason you are unsatisfied with the product, simply return it for a full refund of the purchase price. It's that easy.

Only the first shipment in the WordSmart series is refundable. This product is sent for a 30-day trial that begins when the product is delivered to the customer's home. The product will be delivered within 7-10 days (maximum) of the order date.

If you would like to return your initial WordSmart shipment for a full product refund, contact Customer Service. They will be happy to issue you a Return Authorization number.

If you would like to discuss your account, WordSmart can be contacted by phone, e-mail, fax or letter. It is not mandatory to receive monthly shipments.

Introducing "CEO" - Expanding Your Vocabulary

Challenge yourself... Impress your friends...Most importantly, Increase your daily vocabulary with the most original, and exceptional computer



program — WordSmart CEO! Empower yourself on your next "coffee" break by expanding your vocabulary. Not satisfied with your score? Play again and increase the level of your current score. Before you know it, you'll be at the top of your game!

CEO turns your computer into a customized word power quiz when

you're interactively using your computer. It makes increasing your vocabulary easy and efficient by calculating your optimal learning level so you don't waste time on words you already know.

WordSmart CEO combines more than 70 years of research in the field of vocabulary with a modern, fun design to make acquiring the verbal edge challenging yet fun. Choose the correct definition from one of 5 calculated "misleads" to prove that you are the master of your lexicon. The program will adjust your word sequence based on your answers.

WordSmart CEO is educational, lots of fun, and *designed just for you!*

CEO

- Automatically adjusts to your level
- 108 levels ensure you'll never run out of words
- Great for 4th grade through Ph.D.
- Presents words at your level where learning is fastest
- Perfect for SAT prep or office use
- Audio - Optional

Our SAT/ACT Guarantee - *INCREASED to 200 Points!*

Your dream is only a dream until you make it a reality! Stanford, Princeton, Harvard...all within your reach!



We all know that in

order to accomplish any task, project, or goal, we must have the appropriate tools. If your goal is to enroll in a prominent university with the intention of receiving a great education and becoming a success, you must have the skills necessary to prepare yourself.

Get the tools you need to

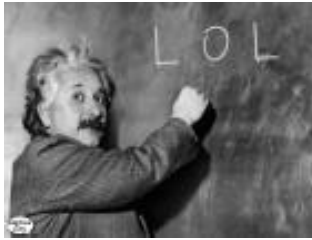
INCREASE your combined scores on the Critical Reading and Writing sections of the NEW SAT (2005) at least 200 points guaranteed, with WORDSMART'S SAT/ACT Prep Program.

Begin your WordSmart SAT/ACT Program today and say hello to the college of your choice!

From Albert Einstein...and One of Our Own

By Martin Saul

Physical concepts are the creations of the human mind, and are not, however it may seem, determined by the external world. In our endeavor to understand reality, we are somewhat like a man trying to understand the mechanism of a closed watch. He can see the hands move and hear it ticking, but he has no way of opening the case. If he is ingenious, he may form some picture of a mechanism which could be responsible for all the things he observes. But he will never be



quite sure his picture is the only one which could explain his observation. He will never be able to compare his pictures with the real mechanism and he cannot even imagine the possibility of the meaning of such an expression.

Albert Einstein (1938)

Powerful words from a brilliant man. What do they mean? Perhaps that conception precedes perception. If so, then the way we use language forms our reality! (For example, is the

glass half full or half empty?)

Therefore, by expanding, broadening, and deepening our command of the language, we are accomplishing far more than just improving reading comprehension, grades and standardized test scores. We are in fact, enhancing our ability to conceive new “realities” for a better, more successful life.

WordSmart is a life altering program for the betterment of all.

Martin Saul, WS Manager (2005)

Does High School Curriculum Need Supplemental Tools?

By Jennifer Fogelman

According to “The Expectations Gap—A 50-State Review of High School Graduation Requirements,” many high schools throughout the nation are failing to adequately prepare their students for college and the workforce. This report was released Dec. 21, 2004, by the advocacy group, Achieve.



In order to better prepare students for their future, the Achieve report recommends “a rigorous diet of four years of grade-level mathematics and English for high school students” (Education Week, Jan. 5, 2005). After an analysis of high school requirements in all 50 states and the District of Columbia, it turns out that only a handful of states require students to take four years each of grade-level math and English.

What happens to those students who do not receive a full four years of

math and English? Many may end up in remedial courses in their freshman year of college. The American Diploma Project (established by Achieve, the Educational Trust, and the Thomas B. Fordham Foundation last year) discovered that millions of dollars a year are being spent on remedial courses, with 28 percent of incoming freshman being placed in them. The content of these courses includes information that students should have already learned in high school.

So what is the bottom line you ask? It should be obvious that high school requirements need to be raised, or at the very least, required courses need to be reviewed for content. This would give educators a better understanding of what students need to learn to succeed after high school. There is, however, another way to help students (and parents) retain a command over their own learning. By using supplemental tools at home, they can

improve their writing, grammar, and math skills.

Johnson O'Connor, a well-known researcher of aptitude testing, proved conclusively that a powerful vocabulary is directly linked to not only success at school, but to professional and personal success as well. The larger the lexicon, the larger the variety of words from which to choose, the better your chances are for effectively communicating your thoughts and ideas. This is where WordSmart’s SAT series, Word Adventure, and SAT Math represent some of the structured, yet entertaining programs available to all learning levels. WordSmart is the most effective learning tool on the market, and a valuable way to supplement middle and high school curriculum.

Students and parents alike should retain a command over their own learning by using supplemental tools at home to improve their writing, grammar, and math skills.

It is the mark of an educated mind to be able to entertain a thought without accepting it.

- Aristotle

WordSmart's Learning Center

By Carol Roberts and Nicole Astrella

WordSmart Learning Centers use 21st century learning tools to **fill the widening gaps in traditional education** — concentrating on math, reading, and test-prep to prepare students for an Information Age society.

Our Learning Center offers Technology-centered reading and math remediation, as well as enrichment programs, combined with one-on-one academic intervention, yielding success for every student.

WordSmart Learning Centers' Motivational Progress Trackers help our students track their own progress and take responsibility for their own success.



Enrolled in our Phonics program as part of our early reading intervention is one of our students who is a second-language learner. English is secondary to his primary language, Chinese, which is spoken at home. His one-on-one

instruction includes letter/sound correlations, phonemic development, and sight word instruction, along with some math.

Since February he has shown much improvement, specifically sound recognition and spelling patterns.

Whether you are searching for an additional aid to supplement your current curriculum, or you are a second-language learner, WordSmart has the essential tools for success.

How Does WordSmart Help You?

Students in Mrs. W's 5th grade classroom are enthusiastic about learning, thanks to WordSmart! Read what they have to say.

Yesenia says, "WordSmart helps me because it makes my vocabulary richer."

Zoey says, "WordSmart is helping me with my vocabulary. Basically, it is helping me find different words. Instead of using regular words, I can use a different word that means the same thing."

Viridiana says, "WordSmart helps people to be smart because it helps you to say the long words you need to

sound out. It even makes you read and write faster."

April says, "It's helping me by showing me new words. If you don't know what a word means, it can tell you. I think a lot of kids enjoy it because it is fun, and it is really helpful. If you go to the next level, it keeps getting harder, and that's the fun part about it!"

Derrick says, "It helps me on my vocabulary words and what they mean. I'm on level A, group 9, and I can't wait to reach level B. I want to go higher so I can reach higher challenges, because I like

challenges."

WordSmart is an influential educational supplement, not only used at home, but

infused into classrooms nationwide as well. Educators realize the importance of incorporating WordSmart into their daily curriculum, providing students with the maximum tools needed to excel.

"WordSmart helps people to be smart because it helps you to say the long words you need to sound out. It even makes you read and write faster."

*For confidentiality purposes, we will not publish full names of our participants.

Greater Efforts Required to Improve Teenage Literacy

By Carol Roberts

For years we have been told to teach kids to read by the end of third grade or they will be lost, but now research shows that teaching them to read and decode words isn't the same as teaching them how to use



The "Key To Success" is knowledge and "KNOWLEDGE IS POWER!"

reading, how to obtain the fluency and comprehension, as well as the

vocabulary they need.

In Phoenix, about two-thirds of the students entering the ninth grade read at least a year below grade level. Those staggering statistics are similar in other cities as well. Furthermore, nationwide, 25 percent of the students arriving in ninth grade are unable to read well enough to take high school courses, let alone rigorous courses to prepare them for college.

You may ask, "how can I make certain that my child is well prepared for high school and college, ensuring them a promising career?" Well, as much needed efforts are required to improve teenage literacy in our society today, much emphasis is required at home. WordSmart offers a variety of programs dedicated to improving the literacy skills in our youth, which leads to confidence, resulting in success!



Visit us on the web for more details and information on our educational products!

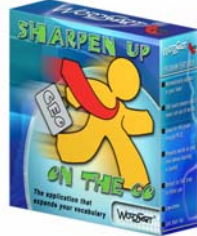
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THE APPLICATION
THAT EXPANDS
YOUR VOCABULARY



WORDSMART SAT
INCREASE SAT SCORES!



WORDSMART PHONICS
LEARN TO READ EASILY!



Silver Honor



Silver Honor

THINK SPEAK
&
WRITE BETTER



Gold Honor

WORD ADVENTURE
2005



Our SAT/ACT Prep Guarantee

The WordSmart SAT/ACT Prep Program will increase your combined scores on the Critical Reading and Writing sections of the NEW SAT

(2005) at least 200 points

when you use the WordSmart Think, Speak, and Write Better program a

minimum of 20 hours. The original aggregate score on the two sections must be between 700 and 1300 points. Your ACT score will rise at least 4 points on the Reading and English sections when your original score is between 13 and 29 points. If your scores on these exams do not increase as guaranteed, we will refund the product amount of the software. Scores on the old Verbal



section of the SAT will increase 100 points if they are currently between 300 and 650.

The guarantee requires that the student uses WordSmart for a minimum of 20 hours. In order to take advantage of a refund, customers must send:

- ** A copy of the initial SAT/ACT scores (prior to using the WordSmart program for 20 hours.
- The initial total score on the critical reading and writing sections of the new SAT must be between 700 and 1300.
- The initial score on the verbal section of the old SAT must be between 350 and 650.
- The initial score on the Reading and English section must be between 13 and 29.

** A copy of the second SAT/ACT

scores showing the failure to meet the guaranteed increase.

** A brief letter signed by the parent and student stating that the product was used for the 20 hour minimum.

** A copy of the WordSmart scores which show that the WordSmart program was completed. You get the WordSmart scores by loading any WordSmart volume from A to J, going to the Main Menu, clicking on "File" in the upper left hand corner, scroll down to "Print Scores".

The customer can send all this information to WordSmart, attention Customer Service, and we will contact the customer to give them authorization to return the product. The guarantee is on one product only no matter how many products the customer has received. Our guarantee can also go from a Pre-SAT/Pre-ACT score to a SAT/ACT score.