

FOR IMMEDIATE RELEASE

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Frog Street Press, Inc. Acquires Incentive Publications, Inc.

CRANDALL, Texas — September 18, 2007 — Frog Street Press, Inc., a publisher of early childhood educational products and services, has acquired Incentive Publications, Inc., a publisher of middle school and elementary school products.

Incentive Publications, a 38 year old company headquartered in Nashville, Tennessee, brings a wealth of expertise, proprietary content and author relationships to Frog Street Press. “Incentive Publications has been a leading provider of supplemental teacher resource materials for years and we are excited about joining forces with their talented team” said Ron Chase, CEO of Frog Street. “Incentive has a strong competency in product development and adding them to our organization reinforces our commitment to deliver cutting edge products to the educational market.”

Frog Street and Incentive Publications will continue to operate autonomously while benefiting from operational, product development, sales and marketing synergies. “After a lengthy evaluation, we realized the combined strengths of Frog Street Press and Incentive Publications revealed obvious synergies and efficiencies that could lead to tremendous possibilities for both companies” stated Cherrie Farnette, former owner and chairperson of Incentive Publications.

About Frog Street Press, Inc.

Crandall, Texas-based Frog Street Press, Inc. provides high-quality, educational products and services that help educators reach literacy goals and “leave no child behind” by providing a foundation for emergent language and literacy. These research-based materials allow children to master the skills needed for success in reading, writing, math and additional curriculum areas.

Web site – www.frogstreet.com

About Incentive Publications, Inc.

Founded by respected educator and author Imogene Forte, Incentive Publications is located in Nashville, Tennessee. Incentive Publications produces books written by a wide array of top educator-authors dedicated to research and practical classroom know-how. With over 350 active titles, Incentive Publications specializes in research-based middle school educational resources and effective teaching strategies for all grades. Web site – www.incentivepublications.com