



FOR IMMEDIATE RELEASE

Contact: Kati Elliott
KEH Communications
410-975-9638
kati@kehcomm.com

Jaime Schepici
Curriculum Associates
1-800-225-0248, ext. 270
jschepici@cainc.com

Curriculum Associates Named Exclusive U.S. Distributor for Cavallo Books

Early childhood book series provides comprehensive language acquisition solution for ELL and Title 1 students

NORTH BILLERICA, Mass., October 8, 2009—Curriculum Associates, a leading publisher of research-based supplemental curriculum materials and tools for today's diverse classrooms, has been appointed the sole distributor of Cavallo Books in the United States. With more than 150 titles, Cavallo Books are specifically designed to build oral language skills and are authored by leading early literacy experts, including Dr. Adria Klein, Libby Larrabee, and Alan Trussell-Cullen.

The addition of Cavallo Books provides a natural extension to Curriculum Associates' line of early childhood products, including the trusted BRIGANCE[®] series. "By adding these products to our BRIGANCE early childhood family, we are able to offer early childhood educators a complete assessment and teaching solution," said Adam Berkin, Curriculum Associates' Director of Publishing Strategy. "Teachers can use BRIGANCE[®] assessments to identify each child's strengths and areas of need for improvement in key developmental domains, and then use the Cavallo materials along with the BRIGANCE[®] Readiness activities to provide targeted, individualized, and developmentally-appropriate instruction."

Cavallo Books feature a set of distinctive characters that appear throughout each series. The use of these recurring and recognizable characters encourages childrens' enthusiasm for

learning new things.

The Cavallo Books include:

- **Letter Buddies**—Five series of books designed to teach alphabetic principles, letter knowledge, and vocabulary development
 - **Letter Books**—23 titles, each of which introduce six experience-based vocabulary words that begin with the same initial sound
 - **Alphabet Books**—Three lap size (12 x 16) books
 - **Starters**— Companion pieces to the Letter Books, 24 Starter titles use the words found in the Letter Books in simple sentences
 - **Blend Books**—22 titles that introduce 22 of the most common initial blends
 - **Best Friends**—A companion series to Blend Books, Best Friends uses the same blends vocabulary in simple sentence structure
- **Animal World**—20 nonfiction titles featuring five animals in four different habitats: arctic, farm, forest, rainforest
- **Into the Wild**—40 titles that include eight animals explored through five different types of text: fiction, nonfiction, wordless, poetry chart, and animal poster
- **Zoozoo Storytellers**—10 colorfully-illustrated stories with minimal text that foster oral language interaction, including storytelling and re-telling. The characters in the Zoozoo line are also available as finger puppets.

Foam magnetic letters and fun-filled activity sheets that practice initial sound recognition and letter formation skills are also available. For more information visit,

<http://www.CurriculumAssociates.com/products/Zoozoo.asp> or

<http://www.CurriculumAssociates.com/products/LetterBuddies.asp>.

About Curriculum Associates

Founded in 1969, privately-owned Curriculum Associates is dedicated to designing research-based instructional materials, screens and assessments, and data management tools. The company's products and outstanding customer services provide teachers and administrators with the resources necessary for teaching a diverse student population and fostering learning for all students. For company and product information visit Curriculum

Associates on the Web at CurriculumAssociates.com or call 1-800-225-0248.

About Cavallo Books

Cavallo Publishing is an early childhood education company focused on delivering high quality literacy materials for young learners. Founded in 2006, the Company has developed a fresh and innovative product line devoted to fostering early literacy skills with particular attention on oral language development. Cavallo uses its proprietary Letter Buddies™ and Zoozoo™ characters throughout its various products.

#