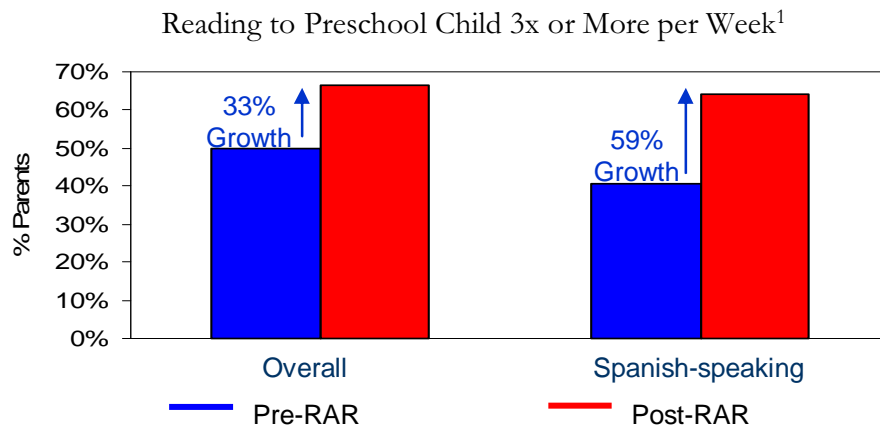


Raising A Reader Evaluation Summary

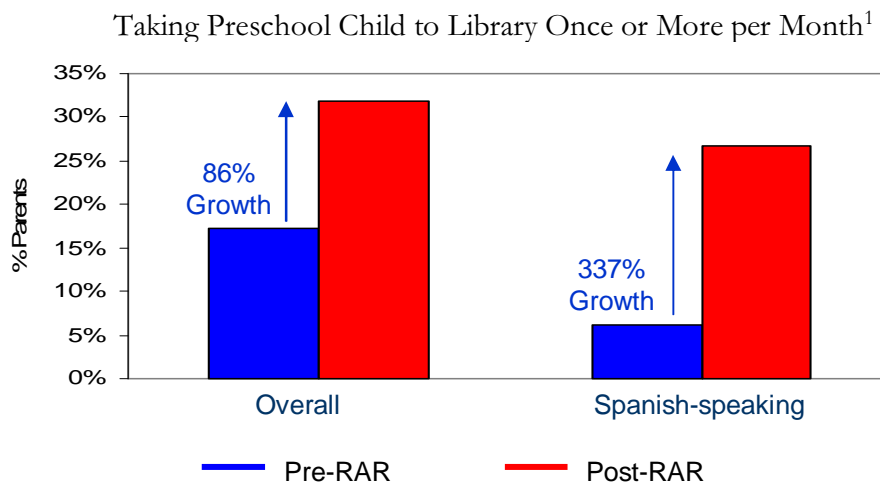
Raising A Reader® is a take-home book bag program that promotes daily “book cuddling” between parents and their children from birth to age 5, cultivating a shared story experience that fosters a love of reading important to school success. It reaches the toughest, most critical population: low income families where parents are poor readers or do not speak English well. Ten independent evaluations show that Raising A Reader significantly improves family reading behavior and kindergarten readiness.

Family Reading Behavior

Conducted in 2000 and 2001, a parent behavior survey demonstrated a 59% growth in the percentage of Spanish-speaking parents reading frequently to their preschool children and a 33% growth overall.

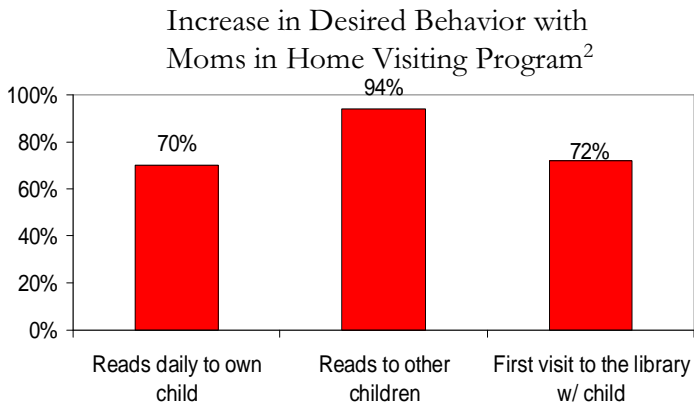


There was a 337% growth in the percentage of Spanish-speaking parents taking their preschool children to the library at least once a month and an 86% growth overall.



¹Statistically significant to the 95% confidence level with sample size of 467. Parent survey designed by SRI. Data evaluated by Pacific Consulting Group. Conducted in 2000 and 2001.

Similarly, a 2000 evaluation of Raising A Reader impact on low-income families in a San Mateo County, California health department-sponsored home visiting program showed substantial improvement in mothers reading to their infants and toddlers.

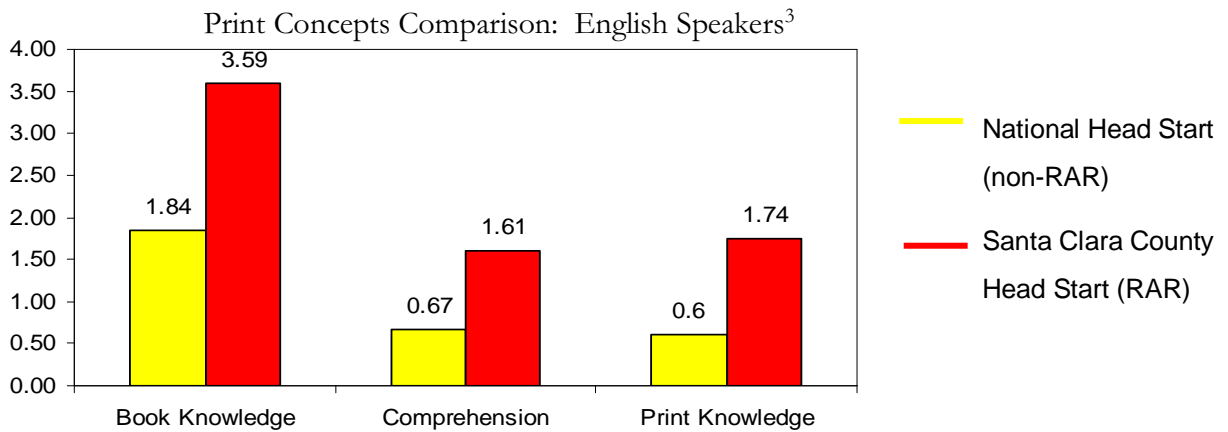


“It’s so nice to take a book and show a mother how to share it and come back a week later and see her doing it..” -Pre-to-Three Home Health Worker

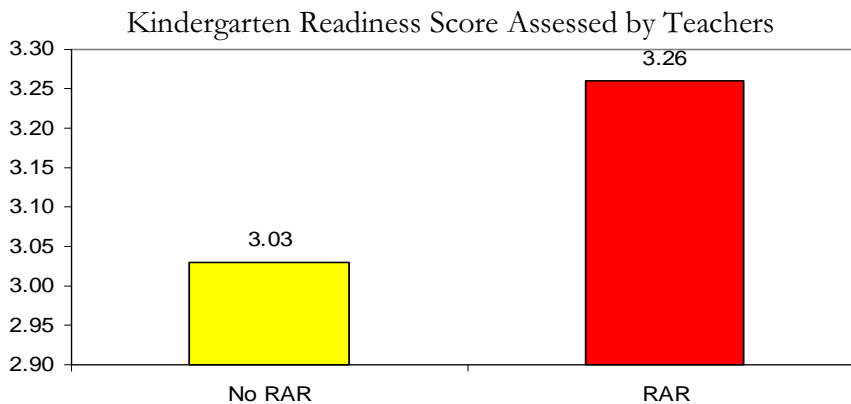
“Although I read to her all the time, her Red Book Bag seemed to be so special to her and actually solved our going to bed problems. After she read her books, she quietly went to bed.” - Mom of 22-month-old

Kindergarten Readiness

In 2001, Head Start children in Raising A Reader for 8 months tested at least twice as high as the national norms for Head Start students on kindergarten readiness skills of book knowledge, story comprehension, and print knowledge.



In 2002, kindergarten teachers, in blind scoring, gave higher kindergarten readiness scores to children who had participated in Raising A Reader, who outperformed children from similar socio-economic levels and backgrounds on twenty elements of kindergarten readiness.



² Sample size of 146 families. Karen Peifer Consulting. Winter 2002.

³ Statistically significant to 95% confidence level with sample size of 200 children. Print Concepts/FACES test designed by federal government and administered in Head Start programs nationwide. Spring 2001.

⁴ Statistically significant with sample size of 300. Applied Survey Research. Fall 2002.