News Release
For Immediate Release

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Read Right Systems Chooses *Califone* MP3 Player as Preferred Personal Media Player

Designed for Educational Use, MP3 Player Helps to Eliminate Difficulties with Reading

SAN FERNANDO, Calif. (June 30, 2008) – *Califone* International, Inc., announces that Read Right Systems, Inc., an organization that developed and implements an innovative methodology for improving reading skills, has selected the *Califone* MP3 Player to be used in the company's Read Right® program.

Implemented in K-12 schools, correctional institutions, learning centers, and community colleges nationwide, Read Right serves as an intervention program for struggling readers, including special needs students, and is used as a tool for language acquisition. A critical part of the program's methodology utilizes audio books to enhance the predictability of the text. This format also requires the students to be able to easily return to the beginning of each paragraph. The program's tutors are currently using cassette tapes and cassette players, which can be difficult to quickly and easily rewind to the desired place in the text. The *Califone* MP3 Player creates a more efficient learning experience and expands the user's ability to control the playing of the audio book, enhancing the efficiency of the tutoring and learning processes.

"The Read Right MP3 System will significantly increase the efficiency of the Read Right tutoring process, and the *Califone* MP3 player is a key component, providing the features and functionality needed for effective use in the school environment," said Doug Sheresh, Director of Information Technology for Read Right Systems.

Ideal for Read Right's small group tutoring, the *Califone* MP3 Player has two headphone jacks, easy-to-use downloading features and the ability to record, which is used in the Read Right system to record each student's initial placement assessment and his graduation read. The dual headphone jacks allow for tutors to listen along with their students to monitor their progress as necessary. In addition, the *Califone* MP3 player encourages safe listening practices. Through its proprietary Sentinel™ feature, developed by *Califone*, teachers and tutors can set the maximum audio allowed to 85 decibels, which is one of the recommended guidelines contained within the American Speech-Language-Hearing Association-sponsored *Our America: Tuned In Today…But Tuned Out Tomorrow?* campaign.

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The American Speech-Language-Hearing Association (ASHA) recently tested popular MP3 devices and found they all produce sound well above the maximum recommended safety level of 85 decibels. As many studies have found that irreparable hearing loss can result from high levels of noise over extended periods of time, *Califone* designed its MP3 player to meet the ASHA recommended decibel-level – the only manufacturer to do so.

"One of our goals in creating the MP3 Player is to provide learners of all ages access to safe technology that can serve as a tool for improving reading and language skills," said Tim Ridgway, Vice President of Marketing for *Califone*. "Utilizing the Player's dual headphone jacks, recording capabilities and downloading functions, combined with the Read Right system of instruction, users of the program will be able to efficiently work to eliminate any difficulties they have with reading."

Starting in August 2008, Read Right Systems will be integrating the *Califone* MP3 Player in programs across 29 states to enhance remediation and learning experiences. For more information about the Read Right program, visit http://www.readright.com/.

The MP3 Player is made with rugged ABS plastic for durability as well as classroom and learning center safety. The unit comes with the unique *Califone* warranty, covering school, early childhood center and library uses – a guarantee typically not available for products purchased from consumer electronics stores.

To order *Califone* MP3 Players, contact a *Califone* dealer. For more information on the full line of *Califone* products designed for the education market and safe for school and library use, call 1-800-722-0500, or visit www.califone.com to view and download the entire *Califone* catalog.

About *Califone*
Califone was founded in 1947 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments and has expanded to serve business and industry, houses of worship, parks and recreation, and other presentation markets as well.

About Read Right
Read Right is an innovative reading intervention program based on constructivist learning theory that compels the brain to remodel the neural network that, in poor readers, guides the reading process inappropriately. Effective, efficient reading results—even for the most challenged students. Read Right offers turnkey tutor training programs to empower K12 schools, colleges, youth correction facilities and corporations to solve their student's reading, language acquisition and critical thinking problems. To date 436 Read Right projects in 40 states, Canada and China have delivered 2.2 million tutoring hours to serve over 56,000 children and adult students.

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