



## News Release

For Immediate Release

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### **Five New Language Card Sets from *Califone*® International**

*Company Upgrades 'Action Fundamentals' Program To Help Improve Beginning Reading Skills*

SAN FERNANDO, Calif. (Nov. 20, 2006) – Research shows that one of the best predictors of early reading ability is how well the child recognizes the sounds that make up words. When beginning readers learn how to recognize sounds, they illustrate greater competency in pronunciation, word recognition and spelling. Continuing to provide educators with instructional tools that incorporate audio-reinforcement, *Califone* International, Inc., is adding five new sets of cards to its multi-modal Action Fundamentals program.

Designed for early childhood education, English language learners, speech therapy and special education, the Action Fundamentals program enables students to link visible letters with sounds to improve basic skills. The new card sets highlight familiar, high-frequency words in several categories, including basic vocabulary (volume I and II), sight words, telling time, and community helpers such as places and vehicles.

Each set includes 48 full-color cards with word identifications and related pictures. Working independently, in a small group setting, or one-on-one with an educator, students can slide a card through a card reader and listen to the pre-recorded sound. Then, they can record their own pronunciation as many times as needed and compare the two recordings.

“Through both visual and auditory reinforcement, our Action Fundamentals program helps students to connect the phonetic sounds with the written version of the word,” said Tim Ridgway, vice president of marketing for *Califone*. “For most beginning readers, hearing words read aloud is all it takes to master new vocabulary.”

The card sets are compatible with the *Califone* CardMaster Card Reader or the recently introduced value-priced *Califone* Card Reader. Both models are constructed of rugged ABS plastic for daily student use. A built-in speaker, headphone and microphone inputs, and a carrying handle provide the flexibility and portability needed by educators, speech pathologists, and audiologists. Available for \$69, each card set also contains a teacher resource booklet and a progress chart.

MORE

To order, contact a *Califone* dealer. For more information on the full line of *Califone* products that are designed for the education market and are safe for school and library use, call 1-800-722-0500, or visit [www.califone.com](http://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.

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