

News Release

For Immediate Release

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***Califone*[®] Upgrades its Action Fundamentals Program,
Offers Multi-Modal Approach to Reading Instruction**

Company releases five new sets of language cards for CardMaster Card Reader

CHATSWORTH, Calif. (May 2, 2005) – Reading is the foundation for all other learning, but more than one in six students struggle to read during their first three years of school. To help schools provide immediate remediation during these critical years, *Califone* International, Inc., the premier manufacturer of high-quality audio technology for the education market, today introduces new supplemental materials that blend print and audio to enhance reading instruction.

Califone is releasing five new sets of cards for its CardMaster Card Reader, part of the multi-modal Action Fundamentals program designed for early childhood education, English language learners, speech therapy and special education. The program enables students to link visible letters with sounds to improve their reading skills. The five reading skills identified in the Reading First program for No Child Left Behind—phonics, phonemic awareness, fluency, vocabulary and comprehension—are covered in the program.

Working independently, in a small group or with a teacher, students select a card, listen to the pre-recorded sound, record a response and then compare the two recordings. The magnetic cards may be re-recorded as many times as necessary. Through kinesthetic, visual and auditory reinforcement, the program solidifies the mental connections between the written and spoken word.

The new sets feature familiar, high-frequency words in several categories: food, money, survival signs and everyday words such as “airplane” and “computer.” Each set contains 48 full color cards with whimsical illustrations and word identifications. A teacher resource booklet and a progress chart are also included in the package. In addition to the new sets, *Califone* offers cards on phonics, reading readiness, compound words and rhyming words.

“Students’ reading and writing skills develop in variety of ways,” said Tim Ridgway, vice president of marketing for *Califone*. “A multi-modal approach allows educators to meet the needs of a diverse group of students with different learning styles and abilities with one program.”

MORE

Califone co-developed the new card sets with PCI Educational Publishing, a catalog marketer and publisher of comprehensive instructional materials for early learning, elementary education and special education.

Each set of cards costs \$69.95. To order, contact a *Califone* dealer, or for more information on the full line of *Califone* products that are specifically designed for school use and are C-UL/CE approved for school safety, call 1-800-722-0500 or visit www.califone.com to view the entire *Califone* catalog.

About *Califone*

Califone was founded in 1946 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. For more information, visit www.califone.com or phone (800) 722-0500.

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Editor's Note:

The following URL offers the suggested retail price as well as a downloadable high-resolution jpeg and spec sheet of the product referenced in the release:

- CardMaster Card Reader, http://www.califone.com/product_info.php?cPath=25&products_id=35
- Five new sets of cards, please contact Tim Ridgway or Charlene Blohm for photos