



THE CRITICAL THINKING COMPANY™ CELEBRATES 50 YEARS OF EMPOWERING MINDS
Celebration to Include Scholarships, Grants, Contests and Promotions

Seaside, CA - January 28, 2008 – The Critical Thinking Company, an award-winning publisher of educational books, software, and DVDs for learners of all ages and abilities is celebrating 50 years of teaching critical thinking skills. The company's core-curriculum and supplemental products are used by top public and private schools, home schooling parents, families, and tutoring centers around the world.

Using state and national standards-based lessons as well as proven learning techniques, the company strives to develop thinking skills for better grades, higher test scores, and vital critical thinking proficiency. This year, the company will commemorate its golden anniversary with over 50 new and updated titles, weekly contests, and later in the year, the company will announce a scholarship program, grants for teachers, and a reseller and consumer focused Belize vacation sweepstakes, as well as other special programs.



“The Critical Thinking Company’s mission hasn’t changed since it’s inception in 1958 when John Baker first started the company,” said vice president, Nile Dupstadt II. “We are still committed to teaching and learning, critical thinking and problem-solving for all of life’s challenges. Our success and longevity has been inspired by the passion of students, educators, authors, and all who value critical thinking skills.”

Company History:

The company was founded as a math and textbook company by John Baker in 1958 under the name Midwest Publications. The Critical Thinking Company now boasts over 200 products with 74 award-winning titles. The product line has evolved to include both supplemental and core-curriculum materials that sharpen the mind as they teach reading, writing, math, science, and history. The company remains a family-owned business under the guidance of John’s son, Michael Baker.

To learn more about the company, request a free catalog, or purchase materials, please visit: www.criticalthinking.com.

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About The Critical Thinking Company

Since 1958, The Critical Thinking Company has been a recognized leader in teaching critical thinking skills. The company offers fun, easy-to-use products that develop a wide-range of thinking skills and improve standards-based learning in reading, writing, math, science, and history. The company’s award-winning books and software empower students with the problem-solving skills needed for success in school and in life. The Critical Thinking Company supplies educational materials to Sylvan Learning Centers, Club Z In-Home Tutoring, leading U.S. public high schools, and gifted & talented programs throughout the world. The Critical Thinking Company guarantees better grades and higher test scores, or your money back.

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