

The Critical Thinking Co.™ Announces
Three 2007 Best Products Awards from iParenting Media.

Seaside, CA — February 1, 2007 – The Critical Thinking Co.™ and product developer Signs For Intelligence® announce *Teaching Signs for Baby Minds™*—a 3-DVD series that teaches American Sign Language (ASL) to babies and toddlers—has won three **2007 Best Products** iParenting Media Awards.



These three separate awards are a first in the baby signs marketplace.

Missy Keast, creator and deaf mother of two said, “These three awards validate our approach that combines authentic ASL, voice and simple / clean images. It is also an honor to be featured alongside other award winning products produced by Disney and Baby Einstein.”

This unique set of DVDs blends language, sights, sounds, and colors to create a multi-sensory experience to enrich, stimulate, and expand communication between you and your child.

Here’s What the Reviewers Said

Everyday Signs



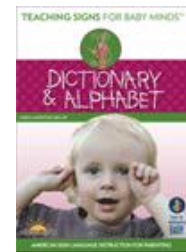
- “I think that this is one of the best sign DVDs I have ever seen.”
- “I personally like the simplicity of this one. Great work!”

Concepts & Combinations



- “I honestly don’t see how you could improve it.”
- “The phrases they are teaching were short and simple”

Dictionary & Alphabet



- “It is so good that you might be able to reduce the age recommendation to even younger children... that’s amazing!”

AWARD SITE: www.iparentingmediaawards.com/winners/14/Home_Video_DVD.php

About The Critical Thinking Co.™

For over 35 years, The Critical Thinking Co. has been the recognized leader in teaching thinking. 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 Co. guarantees better grades and higher test scores, or your money back!

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About Bright Minds™

Bright Minds is the home party plan division of The Critical Thinking Co. The direct sales division offers an exclusive line of award-winning educational products in addition to the standard critical thinking offering. Products are sold by independent consultants in a home party setting. Customers may host a party with the help of a consultant and shop for free, or start their own business as a Bright Minds consultant.

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