

The Critical Thinking Company™ Announces New “Balance Benders™” Series - Move Over Sudoku

Does your child excel in math, but struggle with algebraic thinking or need help with standardized tests?

Seaside, California (February 3rd, 2010)- The Critical Thinking Co.™, the award-winning publisher of educational books, software, and DVDs for all ages, announces the release of *Balance Benders™ Beginning*, the first activity book in a four-book set for ages 7 and up. The new *Balance Benders™* books teach logic and figural and algebraic reasoning giving second- through twelfth-grade students and beyond, an academic advantage as they become lifelong problem-solvers, able to tackle higher-level mathematics, science, and engineering with relative ease.

Move over Sudoku, here come Balance Benders™! *Balance Benders™ Beginning* introduces children to deductive thinking and pre-algebraic skills that they will use far beyond the classroom walls, plus they are fun, habit-forming, brain-building activities. These logic-based problems resemble The Critical Thinking Co.™ hit series *Mind Benders®*, but use engaging figural (or non-verbal) activities. Children must analyze each balance to identify the clues, and then synthesize the information to solve the puzzle.

Balance Benders™ was written by a 34-year veteran of elementary and university education, Robert Femiano. In 2002, Femiano won the highest honor in education, The Presidential Award for Excellence in Mathematics and Science Teaching.

“We always know we have a hit product when we catch employees working through the activities during their lunch hours... We are positive our customers will enjoy these new puzzles,” said Nile Duppstadt, vice president of The Critical Thinking Co.™

The other titles in the *Balance Benders™* series (Level 1, Level 2, Level 3), which cover grades 4-12+, grades 6-12+, and grades 8-12+ respectively, will be available mid-February 2010.

Pricing and Availability

The retail price of *Balance Benders™ Beginning* for grades 2-6 is \$9.99 and is now available at more than 1,800 specialty teacher and home-schooling retail stores, by calling 1-800-458-4849; or by visiting www.criticalthinking.com/balancebenders. Sample pages and table of contents are online.

This book is one of many new titles that will be released by The Critical Thinking Co.™ in 2010. For a complete list of new products, visit www.criticalthinking.com/newproducts.

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About The Critical Thinking Co.™

Since 1958, The Critical Thinking Co.™ 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 Co.™ is recommended by Mensa, *Learning*® magazine, *The Well Trained Mind*, *Dr. Toy*, and *Creative Child* magazine; and is used by *Sylvan Learning*, *Club Z In-Home Tutoring*, and leading U.S. public schools, and gifted and talented programs in 57 countries throughout the world. The Critical Thinking Co.™ guarantees better grades and higher test scores, or your money back.

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