



**Bright Minds™ announces the release of
*Beginning Mathematical Reasoning***

Seaside, CA — February 7, 2006 — Bright Minds is pleased to announce the latest addition to its family of educational books and software, *Beginning Mathematical Reasoning*.

Beginning Mathematical Reasoning provides a full curriculum for 3- and 4-year olds, with an emphasis on mathematical reasoning (problem solving). With its entertaining and engaging exercises, children will learn to count with understanding, compare, classify, match, sort, look for patterns, and analyze auditory and/or visual clues. These skills are not commonly taught until kindergarten or first grade, which means that a child could enter kindergarten in the top four percent of his/her class in mathematics.

Beginning Mathematical Reasoning is the first in a series of new products that will provide customers with much requested, complete curriculum materials. The next books in the Mathematical Reasoning series will provide full curriculum for kindergarten and first grade. These books will be released in Spring 2006 and Summer 2006, respectively. Other full curriculum titles in Language Arts for first and second grade are also scheduled for a Spring 2006 release.

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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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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