



The Critical Thinking Co.™ announces new baby sign language program —Teaching Signs for Baby Minds™

Seaside, CA — March 1, 2006 — The Critical Thinking Co. is pleased to announce the latest addition to its family of educational books and software—*Teaching Signs for Baby Minds*.

Teaching Signs for Baby Minds, a set of 3 DVDs (sold individually), will teach parents how to communicate with their babies and toddlers before they can speak! All three levels, designed for use with children ages 1-4, contain useful tools that will help every baby's development.

Learning sign language can have a profound effect on a child's developing mind. Researchers have found a 12-point difference in the IQ scores of babies that sign and those that do not. Preschoolers who learn to sign also test significantly higher on the Peabody Picture Vocabulary Test—a common assessment of verbal ability used to aid school placement.

Teaching Signs for Baby Minds will enrich the parent-child relationship, increase parents' abilities to understand the wants and needs of their children, enhance the development of language skills, and increase the IQ scores of young children.

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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