

**THE CRITICAL THINKING COMPANY™ ANNOUNCES
"WORD ROOTS BEGINNING"**

Third and Fourth Graders Can Now Enjoy the Advantages of the Award-Winning
"Word Roots" Series.

Seaside, California (March 18, 2008) – The Critical Thinking Company, the award-winning publisher of educational books, software and DVDs for all ages, announces the release of *Word Roots Beginning*, the latest edition to the "Word Roots" series. The new *Word Roots* book will help third and fourth graders to acquire an unlimited vocabulary and prepare them for tests and higher education.

Word Roots teaches students the meanings of prefixes, roots, and suffixes commonly used in English. Learning word elements dramatically improves spelling and the ability to decode unfamiliar words. The lessons focus on defining roots and affixes, putting words in context, and writing sentences that include the words covered in each lesson. *Word Roots* will add hundreds of words to a child's vocabulary and greater depth to their thinking and writing.

The *Word Roots* series has won several awards, including a "Product of the Year Award" from Informal Education Products™ and a Second Place Award in the Vocabulary Category from Practical Homeschooling Magazine.

Pricing and Availability

The retail price of the *Word Roots Beginning* book is \$16.99 and is now available at over 1800 specialty teacher and home-schooling retail stores, by calling 1-800-458-4849 or by visiting www.criticalthinking.com/WordRoots. Sample pages and table of contents are available online.

Product and Assessment Specialist, Tim Sitar said, "For many years our customers have been asking for a *Word Roots* book that will help younger students develop their vocabulary. Now we have what they have been asking for with the release of *Word Roots Beginning*."

This book is one of many new titles that will be released by The Critical Thinking Company in 2008, its 50th Anniversary year. For a complete list of new products, visit www.criticalthinking.com/NewProducts.

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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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