



**Bright Minds™ announces the debut of its
new phonics program—*Rocket Phonics*®**

Seaside, CA — April 14, 2005 — *Rocket Phonics*®, the latest addition to The Critical Thinking Co. product line, will have your child reading by the end of the first lesson! Proven the best phonics program available today, it's fast, fun, easy-to-teach, and over three times as effective and half the cost of competing programs.

Rocket Phonics is a research-based, scientifically proven method of teaching children aged 4-8 to read. Professor James Catterall of the UCLA Graduate School of Education found that students using *Rocket Phonics* had gains nearly four times that of students using other programs, such as *Hooked on Phonics*®. In fact, students using *Rocket Phonics* for just three months improved their reading skills by an average of 8.9 months.

Rocket Phonics teaches the essential elements of reading—phonemic awareness, phonics, fluency, vocabulary, and comprehension—in a revolutionary way. Unlike other phonics programs, *Rocket Phonics* uses an Initial Teaching Alphabet without a complex set of rules and exceptions to teach the 36 letter sounds necessary to pronounce any word in the English language. This unique approach builds the confidence needed to take readers all the way to a fifth grade reading level.

Rocket Phonics includes easy-to-follow, detailed instructions as well as games, riddles, jokes, and short stories that turn reading lessons into a world of fun, motivating students to read more.

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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