

**FOR IMMEDIATE RELEASE**

**Now Available - The Reader's Edge®**

*Improves Reading Literacy at Its Core — Silent vs. Oral Reading Skills*

**Scottsdale, ARIZ.—October 29, 2003—**The Literacy Company today announced the availability of The Reader's Edge, an affordable, easy-to-use software program that teaches fluent (effective and efficient speed reading) skills. Fluent readers – using silent reading skills – read better and faster, with improved comprehension and recall. Conversely, silent reading, using oral reading skills, produces slow and ineffective readers. With literacy at an all-time low in a society bombarded with information, improving reading fluency is imperative for success in work, school and the community.

According to a report published by The Partnership for Reading (a collaborative effort of the National Institute for Literacy, National Institute of Child Health and Human Development and the U.S. Department of Education) titled *Teaching Children to Read*, states, "Fluency is the ability to read text accurately and quickly. When fluent readers read silently, they recognize words automatically. They see, read and process groups of words (units of meaning) quickly to help them gain understanding and comprehension from what they read."

Our national reading curriculum has produced a nation of poor readers because current practice stops teaching reading after oral reading skills are learned. Yet, normal reading requires silent (fluent) reading skills. A sample study of the nation's fourth graders by the National Assessment of Educational Progress (NAEP) found that nearly ½ (44%) scored low in reading fluency. The study also confirmed a strong relationship between reading fluency and reading comprehension.

Fluent reading is important in elementary and secondary schools. It is even more important in college because the single largest cause of students dropping out during their freshman year is an inability to handle increased reading requirements. The sooner students learn fluent reading skills, the better they perform in school and their future professions. Fluent reading also translates into success in the workplace by increasing productivity and efficiency. Increased productivity of the nation's workforce is critical. Research by The Literacy Company shows that the average Fortune 500 Corporation spends \$26 million per year for the time 1,000 employees spend reading at work.

The Reader's Edge program, a standard of excellence in teaching fluent reading skills, is based on extensive research by The Literacy Company into proven methods of how best to teach effective and efficient reading.

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The Reader's Edge program includes:

- Proprietary eye exercises
- Vocabulary development to increase comprehension, read better and understand more
- Exercises to reduce the tendency to vocalize words while reading
- An eye exercise to instill confidence to read 3-to-5 times faster than their current reading speed, with better comprehension and recall
- A vast and expanding number of reading selections from TLC's proprietary website and other sources of digital text.
- User control over every program function
- Progress monitoring

The Reader's Edge is available now at a special promotional price at [www.FluentReading.com](http://www.FluentReading.com) or by calling 1-866-ReadFast (732-3327).

### **About The Literacy Company**

The Literacy Company, Scottsdale, Arizona (founded in 1997), with nearly six years dedicated to research and development, is the developer of The Reader's Edge®, an affordable, easy-to-use software program that teaches fluent reading skills (effective and efficient speed reading). The Reader's Edge teaches users to unlearn the habits of slow readers (oral readers) and learn the habits of fluent (silent) readers. The Literacy Company has pending patent applications for The Reader's Edge® program, Prime Words™, Fluency Builder™, First Words™ and Learn to Read™ programs for use in conjunction with The Reader's Edge program.

To date, The Literacy Company has created partnerships with national organizations such as ProLiteracy, NASA, The Boys and Girls Clubs, NABA (Native American Business Alliance), NAWBO (National Association of Women Business Owners), IMD (International Institute for Management Development) and Business Book Review. Further, The Literacy Company's goals are aligned with the *No Child Left Behind Act* of 2001, and with The Department of Education and The White House Initiative on Tribal Colleges and Universities.

For more information, please visit [www.FluentReading.com](http://www.FluentReading.com). Or call 1/866-ReadFast (732-3327).

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