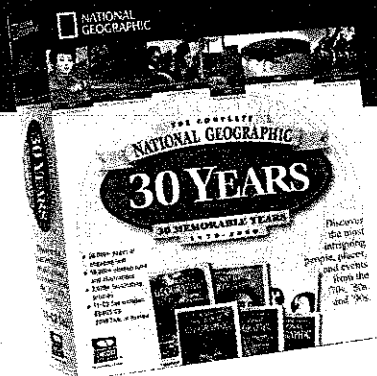


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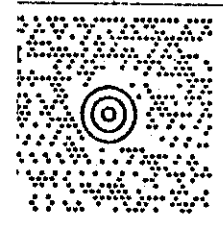
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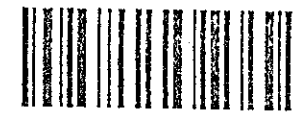
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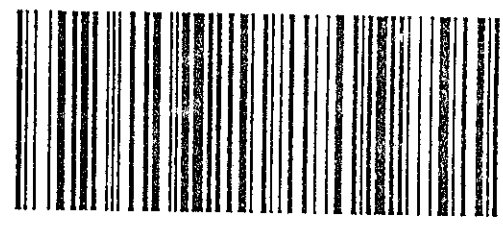


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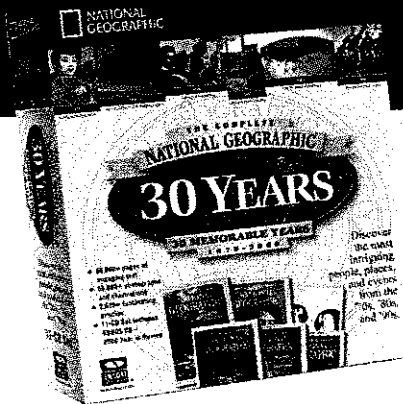
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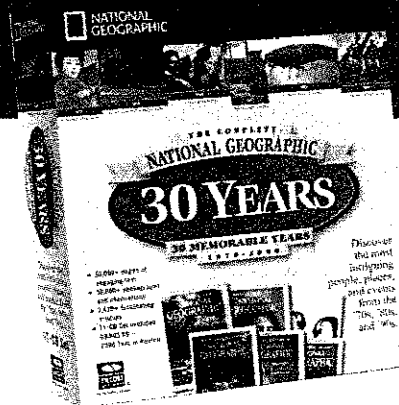
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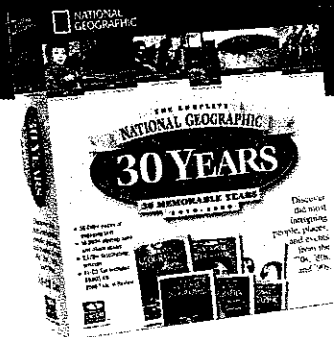
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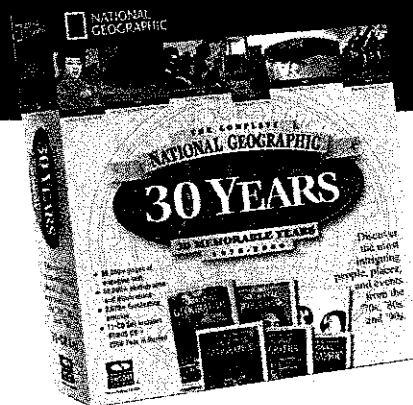
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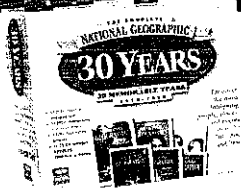
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Hooked on Phonics Deluxe



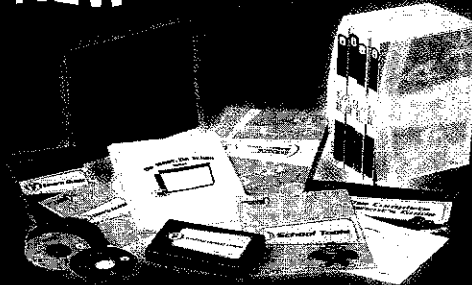
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Monthly payments as low as **\$59.95**
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All 5 levels, 50 exclusive books, audiotapes, flash cards, Parent's Toolbox, and the *Hooked on Phonics* CD-ROM for Level 1 **at no extra cost!**

NEW Hooked on School Success™



(ideal for ages 8-12)

Monthly payments as low as **\$59.95**
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All 4 levels with original stories, 5 CD-ROMs, School Tools workbooks, Style File, Parent's Toolbox, and Do-What, Do-When Book.

Give your child every opportunity with our 60-Day, Money-Back Guarantee!

We're so confident your child will benefit from either *Hooked on Phonics Deluxe* (ages 3-8) or *Hooked on School Success* (ages 8-12) that we give you 60 days to try either or both products in your own home. Simply return the program to us within 60 days for a refund (less S&H). Thank you!

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Nearly 2 million families and over 4,000 schools have turned to us for help.

Stop wondering if you could have done more, and give your child every opportunity to succeed!

Try Hooked on Phonics for 60 days to see what a difference it can make!

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3. Mail: Postage-free envelope included

Try it and see for yourself!



We're so confident that you'll see improvement in your child's reading skills that we offer a 60-day, money-back guarantee (less S&H). Call 1-888-240-7900.

Of 500 customers surveyed...

- 93% said "it works!"
- 91% saw their children gain greater confidence in reading.
- 88% agreed that their children developed greater self-confidence.
- 84% witnessed their children gain greater self-esteem.
- 81% were impressed with their children's reading ability in 4 weeks or less.

Call today!
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Is your child confident about school?

Reach out and try Hooked on Phonics Deluxe To help teach your child to read! (ages 3-8)

NEW Hooked on School Success To help teach your child to succeed! (ages 8-12)

Parents recommend it!

"We were at our wits' end because before Hooked on Phonics Jarrett was failing. Now he's reading at grade level, and he's even won an award in outstanding achievement for reading."

Results not typical. Tammy Hoehn, Mother of Jarrett, age 8

Teachers endorse it!

"I thought I had seen it all in education after 27 years, but after only six weeks...it's as if a light bulb went on in the child's head. They're reading. It is wonderful!"

Linda Check, Former Tennessee Teacher of the Year, Grades 1-3

Kids love it!

"Reading a Hooked on Phonics book made me feel happy inside, and I wanted to tell my mom."

Briana, age 7




Austin becomes a confident reader
with Hooked on Phonics!



I knew he was smart, but somehow the light wasn't coming on for Austin. I could feel him starting to slip behind.


Worse, I could feel his pain in not understanding why

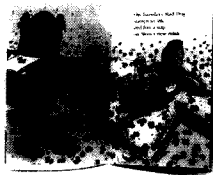


he couldn't read. Then someone reminded me about  Hooked on Phonics. It was fun and



easy. The letters led to sounds. The sounds led to sentences. And the sentences led to success.

It took just 15 minutes a day,  and suddenly the light came on for Austin. He was reading. And to this day, I'm not sure which of us is more proud."



Results not typical

Sue Hunsaker
Mother of Austin, age 7

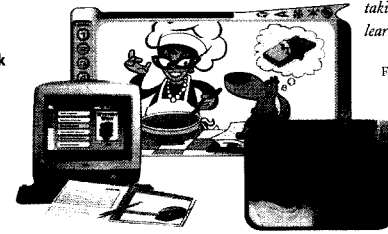
chool Success

erence it can make...on your
es, and self-esteem!



Hooked on School Success is designed to...

- Teach your child to understand and remember what he reads
- Take the hassle out of nightly homework for your child (and you!)
- Make taking quizzes and tests easier
- Give your child more confidence and self-esteem to tackle assignments



"Hooked on School Success 'demystifies' reading comprehension, homework, and test taking to help kids cross the bridge from learning to read to reading to learn."

Ted Mitchell Ph.D.
Former dean of the UCLA Graduate School of Education

Award-winning authors Jahna Beecham and Malcolm Hillgartner helped to make an incredibly powerful educational program pure fun from start to finish.

Reading + Homework + Test Taking = School Success

Take your child to the next level of learning.

Level 1 uses fiction to build a foundation in reading comprehension.

Level 2 focuses on nonfiction to help your child organize his thoughts and learn vital study strategies like skimming, separating main idea and details, and building a mind map.

Level 3 tackles homework as kids learn to take notes, interpret maps and charts, and understand what they're being asked in homework or on tests.

Level 4 puts it all together as kids learn to apply their skills to schoolwork across many subjects...not just English classes!

"Children don't start out in school with good organizational skills...they must be taught. I've never seen these skills taught so well as in Hooked on School Success."

Judy Paulsen
Retired reading specialist

Shakespeare



Request your 60-day trial today!

*After just 60 days, if Hooked on School Success has not increased your child's reading level by one grade (as measured by the skills assessment included in the program), simply return the program to us for a refund (less S&H).

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Hooked on School Success (ages 8-12)

NEW Hooked on Sc

Try it for 60 days and see the difference in your child's homework, test scores

As kids enter 3rd through 6th grades, they are at a crossroads.

Suddenly, they are expected to read to learn and then apply what they're reading to get through a mountain of homework. Their workload doubles. Frustration mounts. They are standing at a crossroads. One road leads to a long struggle. The other is the road to success.

End the nightly battles to get homework done.

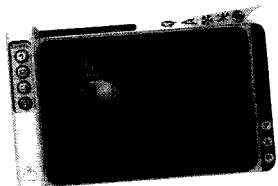
As parents, we know that between preparing dinner and trying to carve out a little quality family time—there's homework! An assignment that should have taken 20 minutes turns into an hour...or longer. It's suddenly 8:30, dinner is overcooked and everybody's stressed. This program is designed to teach kids key strategies and tips for completing assignments efficiently so that homework time is reduced and both kids and parents have more free time.



Tilly



Helps kids learn independently, as you track their progress!



Your child can use *Hooked on School Success* independently. But don't worry. You can easily track his success rate with our skills assessment. With the results of this assessment, the program adapts its Reading Challenges at the end of each level to match your child's individual abilities. This allows him to read appropriately leveled articles and stories. The result? Your child progresses at his own pace and builds confidence as he achieves individual success.

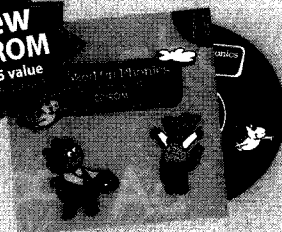
What's included:

- 5 interactive CD-ROMs
- Do-What, Do-When Book
- School Tools workbooks
- Style File (homework organizer)
- Note Notes
- Spelling Tool
- Parent's Toolbox



EXTRA VALUE! New edition of *Hooked on Phonics* features CD-ROM at no extra cost!

New CD-ROM
\$29.95 value



New interactive CD-ROM offers your child:

- Engaging games that build excitement in reading!
- Rewarding, independent play
- Fun activities that reinforce reading basics



Integrated with Level 1, this CD-ROM is designed to help new readers master essential skills and build a foundation for more advanced reading. Best of all, it allows your child to practice independently! Watch as Pop Fox™, Hip-O™, and the other friendly characters draw your child into the magical world of reading.

A child's success is the best news in the world!

"You should have seen him the first time he had one of the Hooked on Phonics books. It meant something to him because he could actually read the words in it. He was running through the house celebrating. When his brother and sisters came home from playing, he said, 'Look, look! Wait a minute! Sit down! I want to read this book to you.'"

Randy Phillips
Father of Joseph, age 5



"Hooked on Phonics is one of the best ways to teach kids to really learn to love reading."

Barbara Bicknell
First-grade teacher



"They asked us, 'Can we read Mommy? Can we read?' They want to sit down and read because it's a great time together."

Donna McKinley
Mother of Jake, age 5

"Within 20 minutes, she was reading, at bat, cat. In one hour, she had a story and was reading a book!"

Katy Nelson
Mother of Madeline, age 5
Results not typical



Fun success stickers help your children chart their progress!



Reading success that shows

Hooked on Phonics Deluxe

Everything you need to help your child start reading in one award-winning program!

"I did it!"

with Hooked on Phonics



You can do it!

You don't need special phonics skills to share *Hooked on Phonics* Deluxe with your child, only a desire to make a lasting difference. Let the #1 trusted name in teaching kids to read* help get your child on the road to success!

It fits your schedule.



"I'd love to help my child, but where will I find the time?" *Hooked on Phonics* Deluxe is so easy to use that all you need is 20 minutes a day, a few days a week!

It can boost self-esteem.

Can your child develop greater self-esteem after using *Hooked on Phonics* Deluxe? More than 8 out of 10 *Hooked on Phonics* customers agreed that's exactly what happened to their own children!* Give your child the same advantage!

It's fun!

Keeping a child's attention can be half the battle! *Hooked on Phonics* Deluxe teaches reading in a magical

way with fun games, cards, music, reward stickers, and wonderful books. And our new interactive CD-ROM for Level 1 lets kids play and learn independently.

Best of all, it works!

With 93% of parents* agreeing that "it works!" the choice is clear. If *Hooked on Phonics* Deluxe could give your child that extra edge or help a child who's struggling, why not give it a try?

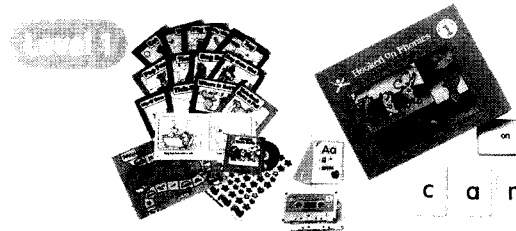
*Results based on surveys by independent research firms: reading result—500 parents, Jun. 2000; #1 trusted name—350 parents, November 2000.



ages 3 to 8

It's a library of success!

What if your child already knew the words in a book? Wouldn't that boost reading confidence? We think so! That's why 90% of the words used in our library of 50 original books have already been taught in the program.



Letter sounds and short vowels

Your child progresses from learning sounds and short vowels to actually reading! Kids love following characters like Pig Wig, Pop Fox™, and Hip-O™, and you'll love the excitement of your child reading to you!

Includes 25 HOP Books, 2 musical audiotapes, flash cards, workbook with 17 illustrated stories, and interactive CD-ROM



Beginning blends

Level 2 builds on short vowels and words with beginning sound combinations, such as *clap*, *flip*, and *chop*. Exciting adventures with Slam and Dunk™ and their sisters Skip and Spin™ help motivate your child to keep learning—and reading—with these memorable books and beautiful illustrations.

Includes 6 HOP Books, 2 musical audiotapes, flash cards, and workbook with 12 illustrated stories



Ending blends

Building more complex words, like *clump*, *flashed*, and *camping*, leads your child to meeting Whacky Jack and Camper Kim and more adventures, as your child's reading ability continues to grow.

Includes 7 HOP Books, 2 musical audiotapes, flash cards, and workbook with 9 illustrated stories



Long vowels and other vowel sounds

By now your child is reading words such as *drive*, *north*, and *stairs*, and the books are both wacky and heartwarming. Still, over 90 percent of the words in these books and stories have been introduced in earlier lessons, helping ensure your child's success.

Includes 6 HOP Books, 2 musical audiotapes, flash cards, and workbook with 7 illustrated stories



Challenging combinations


Just about time for "high fives" all around. With more new sound combinations, your child can enjoy engaging books by more award-winning authors and illustrators, helping your child on the way to becoming a confident reader!

Includes 6 HOP Books, 1 musical audiotape, flash cards, and workbook with 4 illustrated stories

Hooked on Phonics Deluxe (ages 3 to 8)



With
HOOKED ON SCHOOL
SUCCESS ...



Help your child
conquer the

**5 STEPS TO
SCHOOL SUCCESS...**



Each level in HOOKED ON SCHOOL SUCCESS follows our "5 Steps to School Success"

Each level, each step teaches a new skill kids can adapt to many subjects in school.

We worked with leading educators to develop these steps. They form the framework for the entire *Hooked on School Success* program.

1. Get Ready to Read

Your child learns that great readers get their minds working before they start to read. They think about what they already know. They ask themselves questions about what they are going to read.

2. Read Actively

Your child learns that great readers keep track of what they're learning while they read. They take notes and ask questions. This helps them remember what they're reading every step of the way.

3. Use Power Tools

Your child learns that great readers use all of the reading strategies they have. They look at headings, charts, and maps. They figure out a word they don't know from the words around it.

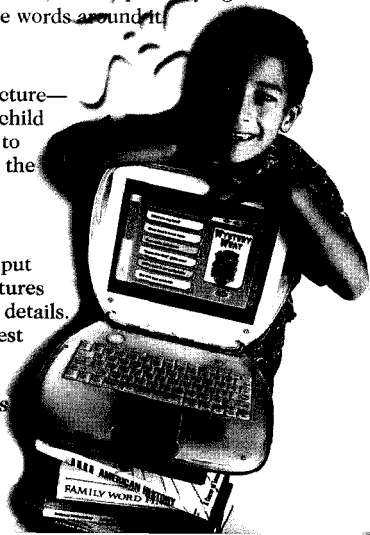
4. Find the Big Idea

Every story has the same basic structure—a main idea and some details. Your child learns that great readers know how to zero in on the main ideas and leave the unimportant stuff out.

5. Organize Your Thoughts

Your child learns that great readers put their thoughts in order by using pictures and notes, or listing main ideas and details. This can help make studying for a test or writing reports a snap.

These "5 Steps to School Success" are repeated in each level of the program to help your child master them!



Try Hooked on Math!

80% of parents agree,
"My child developed
greater confidence
in math."^{*}

Now includes
two Math Blaster
CD-ROMs
at no extra cost!

Ideal for ages 6 to 11

* Results based on an August 2000 survey of 500 customers conducted by an independent research firm.

Call 1-888-650-6284 to save \$50 instantly!

Ask about Our 60-Day, Money-Back Guarantee! (less S&H)

• Is math testing your child's confidence?



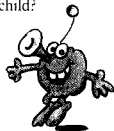
Math scores are under the microscope these days, and schools demand more. This can be a real test for your child...and for you. But how can you help? *Hooked on Math* can help to increase your child's accuracy on math facts. Above all, 87% of parents surveyed said, "It works!" That's the best answer we know!

• Helps to increase his confidence in math!

Over 80% of parents surveyed agree "after using *Hooked on Math*, my child developed greater confidence in math." Wouldn't you like to do the same for your child?

• Count on more fun with *Hooked on Math*!

Not a math whiz? Relax. *Hooked on Math* is fun and easy to share with your child. Just let him play his way to solid math skills!



• Math Blaster[®] CD-ROMs included!

Hooked on Math

now comes with
two best-selling
Math Blaster[®]



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$$= \underline{6\text{E}7} (9)$$

When he
runs out
of fingers...

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