



**Creative Teaching Press  
15342 Graham St.  
Huntington Beach, CA 92649**

Contact: Gabby Falcone

(714) 895-5047 ext. 120

January 11, 2008

For Immediate Release

### **CREATIVE TEACHING PRESS LAUNCHES NEW WEBSITE**

HUNTINGTON BEACH, Calif., January 11, 2008 — Finding the perfect teaching tool has never been easier, thanks to Creative Teaching Press's newly redesigned and updated website, [www.creativeteaching.com](http://www.creativeteaching.com).

The new website more effectively showcases the company's products and allows users to search, review, and purchase materials with an improved user-friendly format. Customers can shop by product category, grade, or subject using tabs for improved navigation. The site has a fresh colorful interface, featuring Creative Teaching Press's Stick Kid™ characters. Product images are larger and clearer, and viewers can review sample inside book pages before making a purchase. And for deal-seekers, many coordinated products are now offered at a discount.

Additionally, the new website is a source of information. Educators can search by postal code or country for their nearest school supply store that carries Creative Teaching Press's products in the United States, Canada, or 40 other countries around the world. Also, classroom teachers and parents can use the state standards function on the site to discover how of the company's products satisfy their individual states' standards.

The launch of the new website reflects the company's desire to improve customer satisfaction. "It is our hope that our new, improved website will serve as a valuable resource for visitors to learn about Creative Teaching Press, view our products, and make quick and easy purchases," said Brandi West, marketing manager.

#### **About Creative Teaching Press**

Creative Teaching Press is a family-owned and teacher-managed supplemental educational publisher of resources for grades PreK-8. A recognized leader in the industry, Creative Teaching Press offers a wide variety of learning décor and research-based products that deliver standards-driven content, including phonics, reading, writing, math, science, and social studies. Creative Teaching Press celebrates more than four decades of providing parents and teachers with high-quality, content-rich solutions. Affiliated brands include The Learning Works™, Rejoice!® and Youngheart Music®. For more information about Creative Teaching Press, visit [www.creativeteaching.com](http://www.creativeteaching.com).

###