



Sight-Based Instruction for Naturally Curious Kids™

FOR IMMEDIATE RELEASE

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EDUCATIONAL DVD PUBLISHER BLAZES TRAIL IN WAKE OF LASERDISC'S DEMISE

ATLANTA (June 26, 2002) — ScratchCat, an emerging publisher of DVD-based teaching materials for grades K-12, today began shipping its inaugural product line, *Fresh Science*, a multiple-volume series based on state and national science standards for grades three through nine.

At the helm of *Fresh Science* is Betty Paxton, principal developer and lead author of the popular and acclaimed series *Windows on Science*, a laserdisc program implemented by thousands of schools nationwide. In the 1990s, *Windows on Science* made headlines for its unique and effective approach to science instruction. However, manufacturers ceased production of laserdiscs and players earlier this year, citing obsolescence of that platform.

“DVD is a natural next step for schools abandoned by laserdisc providers,” said Paxton, who is president of the Atlanta-based company. “And, unlike any other program, *Fresh Science* is specifically engineered to make seamless the transition from laserdisc to DVD.”

The product announcement comes as science performance is significantly declining, as measured by the recently released 2000 National Assessment of Educational Progress (NAEP). One-third of fourth- and eighth-grade students, and almost one-half of twelfth-grade students scored “below basic.”

“Unfortunately, the recent NAEP results are not surprising given the approach of many existing programs: try to read the book, then perhaps answer the questions, and do an activity... maybe,” said Jim McNeely, Jr., ScratchCat’s VP of Sales and Marketing. “*Fresh Science* offers a refreshing departure from those stale, ineffective programs.”

(more)

Fresh Science employs *Sight-Based Instruction*, ScratchCat’s teaching and learning methodology. Using images on DVD, and guided by printed lesson plans, teachers parcel out information in manageable, learnable chunks, helping to introduce and explain difficult science principles visually.

“Every *Fresh Science* lesson also has a substantial reading and writing component plus a relevant, practical hands-on activity,” Paxton explained. “We’ve found that reading about abstract science concepts is more successful once students have meaningful mental images to conjure up, which means all students can participate, even if they’re reading below grade level.”

Fresh Science focuses on key earth, life and physical science topics. “Climate and Weather,” the first of nearly two dozen *Fresh Science* units planned, is available now. The “Climate and Weather” DVD contains hundreds of videos and still images that support five video lessons, five dual-mode video quizzes and a 50-term illustrated glossary. The accompanying teacher’s guide and student materials include ACTIVIEWER recording sheets – note-taking pages specifically designed to ensure students are active, and not passive viewers of the content.

Other units in the series, scheduled for release over the next 20 months, cover such topics as plants, animals, cell anatomy, the solar system, plate tectonics, light, sound and matter.

“*Fresh Science* is so fresh, it even smells good – who else can make that claim?” Paxton concluded with a smile.

For additional information, please contact Jim McNeely, Jr. at (877) 806-4746. The Company’s website is www.ScratchCat.com.