



Sight-Based Instruction for Naturally Curious Kids™

## FOR IMMEDIATE RELEASE

Contact: Jim McNeely, Jr.  
ScratchCat  
(770) 674-5677 phone  
(770) 752-7447 fax  
[Jim@ScratchCat.com](mailto:Jim@ScratchCat.com)

## EDUCATIONAL TECHNOLOGY VETERANS LAUNCH SCRATCHCAT

ATLANTA (May 2, 2002) -- The cofounders of one of America's most storied educational technology companies are back on the scene, having formed ScratchCat to publish DVD-based teaching materials for grades K-12.

Elizabeth Paxton and Ralph Heigl, who in 1982 cofounded the company best known for its popular and groundbreaking *Windows on Science*, *Windows on Math* and *The Living Textbook* laserdisc products, have joined with Jim McNeely, Jr. to develop and market all-new programs using a visually based teaching methodology that ScratchCat calls sight-based instruction.

"Most students are visual-spatial learners and a significant number of them read below grade level. Despite those realities, many traditional educational publishers persist in offering products that introduce students to new and difficult content through the printed word," said Paxton, president of the Atlanta-based company. "Using our methodology, teachers grab and hold student interest while introducing new concepts through compelling visuals, supported by comprehensive lesson plans," she continued. "And no, we're not anti-reading--far from it. We simply contend that introducing students to new content visually makes follow-on reading, writing and hands-on activities more relevant, successful and memorable."

Independent studies have shown that visually based learning strategies can significantly improve student achievement and attitude.

"We are very bullish about DVD for education because, among other reasons, it is ideally suited for whole-class instruction," said McNeely, the Company's vice president of Sales and Marketing. "ScratchCat is uniquely qualified to fill the sizeable void left by the demise of laserdiscs. It's a market we know very well."

(more)

The DVD player is widely considered the fastest-selling consumer electronics product of all time with prices starting at less than \$100. The electronic instructional materials market also is burgeoning, with an estimated \$1.5 billion spent for products in 2001.

ScratchCat's debut product is Fresh Science, a multiple-volume series based on state and national science standards for grades three through nine. The first unit in the series, "Climate and Weather" is available now. The DVD contains hundreds of videos and still images that support five video lessons, five dual-mode video quizzes and a 50-term illustrated glossary. "ScratchCat programs aren't merely VHS videotapes transferred to DVD with menus added, as are many of the 'educational' DVD products on the market today," explained Heigl. The Company also is developing products in other disciplines, and plans to make release announcements shortly.

"Our name conjures up the image of a cat standing away from the pack, which is how we perceive ScratchCat when comparing it to traditional educational publishers and products," said Paxton. "That said, we are looking forward to building rewarding and lasting relationships with our customers, and we intend to have lots of fun with them along the way. Stay tuned." For additional information, please contact Jim McNeely, Jr. at (877) 806-4746. The Company's website is [www.ScratchCat.com](http://www.ScratchCat.com).

ScratchCat and *Fresh Science* are trademarks of ScratchCat, LLC.  
*Windows on Science*, *Windows on Math* and *The Living Textbook* are registered trademarks of SRA/McGraw-Hill.