



Our Story

One Mother's Journey:

From Adversity to Opportunity

In December of 1996, Rachel Coleman and her husband Aaron welcomed their first daughter Leah into the world. At the time, Rachel was writing music and performing with her folk rock band. They would take young Leah to band practices and concerts and were amazed that she was able to sleep in spite of the loud music. When she was fourteen months old, they discovered why... Leah was profoundly deaf.

To say the least, their world turned upside down. Rachel's priorities instantly changed. She put down her guitar and picked up sign language. She and her husband immediately started teaching American Sign Language (ASL) to Leah as fast as they could learn it. Something remarkable happened—by the time Leah was 18 months old, her sign language vocabulary far surpassed the spoken vocabulary of her peers who could hear. While Leah's little friends could only point and whine for something they wanted, Leah found it much more effective to sign "Juice, not milk" – or "cheese and crackers please". Other parents took notice, including Rachel's sister Emilie, who started teaching sign language to her infant son Alex so that he would be able to communicate with Leah. Emilie was thrilled one morning when baby Alex, then only ten months old, found his own use for sign language: Alex stopped fussing, looked up at her, and signed "milk".

A few years later, Rachel's second daughter Lucy was born. After dealing with Leah's deafness, she thought she was prepared for anything. However, Lucy arrived eight weeks premature with spina bifida and cerebral palsy. Doctors worried that Lucy would never be able to speak, let alone use her rigid fingers to sign with her deaf sister.



In the midst of all of this, Rachel and her sister Emilie decided to team up to create a captivating, entertaining video to teach sign language to children who can hear. Their plan was to make a short DVD to introduce friends and family to sign language so they could sign with Leah. In May of 2002, the first volume of Signing Time was completed, starring Rachel, 3-year-old Alex and 4-year-old Leah. The response was overwhelming. Word spread quickly and before long, the small community of people learning to sign with Leah grew into an expansive community of parents, educators and health professionals using Signing Time for various reasons to introduce sign language to the children in their lives. Testimonials poured in with touching stories about how Signing Time had been instrumental in dissolving communication barriers and miraculously giving a 'voice' to children who previously had no way to express themselves. Everyone wanted more Signing Time. Rachel and Emilie's company, Two Little Hands Productions, was born.

Shortly after the release of Volume 1, the Coleman family experienced a miracle of their own: after two years of no communication, Rachel's second daughter Lucy began to sign along with Signing Time, despite her physical challenges. Shortly thereafter, Lucy started talking. At age five, Lucy began attending a mainstream Kindergarten class. Lucy has accomplished many things that most people thought impossible for her. She continues to live an inspiring and extraordinary life.

For All Children...Everywhere

In only a few years, Signing Time has spread by word of mouth to all 50 states and over 20 countries. Signing Time is used widely by educators, pediatricians, home-schoolers, speech therapists, public schools, daycare centers, libraries and families as the most fun and easy way to introduce children to sign language.

In addition to 26 Volumes of Signing Time now available on DVD (featuring over 80 original songs written by Rachel Coleman), Two Little Hands Productions also offers Baby Signing Time (a series developed just for babies), as well as music CDs, board books, flash cards, and more. Signing Time is has been instrumental in empowering communication with babies, young children, children with special needs such as Down syndrome, speech delays, and Autism, stroke patients, older children adopted from other countries, or those with friends or relatives who are either deaf or hearing-impaired.

While sign language is beneficial for every child, Rachel confesses a more personal goal. She says, "My hope is that everyone will know a little sign, just as most people know a little Spanish – so when your child sees my child at the park, there would be no awkwardness, no communication barrier - just three signs... 'Hi ~ friend ~ play'... that is all it would take to change her world.



Testimonials

Early Communication

"My daughter is just over a year old. I started signing with her at about 3 months and started watching Signing Time (for myself as much as her) at about 9 months. Now I have to struggle to keep ahead of her! She knows over 70 signs and is fantastic about telling us what she wants and needs. We sign with her as much as possible. We're constantly getting asked about it when we're out and I evangelize Signing Time as a key contributor to our success. I can't say enough good things about it. It's a format that appeals to kids without driving parents completely batty - that's a heck of an accomplishment right there. Just being able to tell when my daughter is feeling hungry or wants a drink is incredibly useful - there's almost no crying about being hungry, and no guesswork as to what the problem is. And because she knows we understand what she needs, she's more than once told us exactly what she wants. Imagine our surprise a few weeks ago when she informed us at breakfast time "Baby eats pancakes". Needless to say, baby got pancakes that morning! Many thanks to everyone at Signing Time for giving the rest of us the benefit of your experience."

Lynette,—San Jose, CA
May 27, 2008

Autism

I cannot begin to thank you for creating such a fun way to learn signing. We are automatically hooked. My son is 3 1/2 years old and is autistic. I am amazed on how much he loves you and your show. A year ago at this time he had never made a sound. Now he is saying a few words and some two word phrases and signing and reading a book verbatim. He cannot go through the day unless he is holding a Signing Time DVD. Previously, he could not comprehend simple questions, but now when I say "where is the donkey or duck," he signs it and opens up a book of animals to show them to me. He signs and says the words along with Everyday Signs and Leah's Farm. He is absolutely nuts for the Silly Pizza Song. Thanks for helping us reach that bridge so he can communicate better with us without the tantrums. You are simply the best!

Jeanette—Delray Beach, Florida
Mar 12, 2008

Down Syndrome

Out of the blue yesterday, my husband said to me, "I don't know what we would have done without Signing Time." I thought I should take a moment to say thank you for creating such wonderful, educational videos.

We have a 2-year-old, Hannah, who has Down syndrome. She is such a blessing. We've been watching your Signing Time DVDs since last year. For the longest time Hannah would move her hands in different

directions, but we never really thought she was signing to us, except for the obvious words that we encouraged such as 'milk' and 'more.' Then, shortly after her 2nd birthday, we were at the beach and she had her hand to her cheek. She was excitedly moving her fingers and had an animated facial expression. I said to my husband, "she's definitely trying to tell us something" but we really didn't understand. Then several minutes later I said, "Look Hannah, did you see the birdies?" Then, as if to say, "Yeah, mom, I've been trying to tell you that," she raised her hand back to her cheek and signed her version of 'bird' with a look that said, "told ya so". I was so excited I was nearly in tears! We started to pay closer attention and realized that she had been using many, many signs. Right now she knows most of the signs on the first thirteen DVDs. What a joy it is to rattle off words and watch her quickly move from one sign to another. And if that's not enough, we get great delight when she calls our attention to an airplane or motorcycle passing by. She's really communicating and knows the right context to use the signs. We love welcoming Alex, Leah, Rachel and Hopkins into our home each day. And what a wonderful surprise it was to find out that Rachel and Leah are coming to our Down Syndrome Buddy Walk. My eyes welled up with tears when I heard the news. I have the same feeling now as I write this. We are so thankful for what you've given to us.

Lori—Sarasota, Florida
Apr 17, 2008

English as a Second Language

I began using Signing Time with my son Devin when he was 10 months old. Now at 26 months old, he knows all the signs in Series One and Two! He is learning to fingerspell and loves it. His first language is Spanish and Signing Time has become a great tool in teaching him English and sign.

We always sit together and watch the DVDs and repeat the vocabulary words in the sign review. He hears Rachel say the word in English, and then I say the word in Spanish. People are amazed by Devin's ability to communicate in three languages. I recommend Signing Time to everyone I meet. We love Rachel, Alex, Leah, Hopkins and all the wonderful people who are involved in this project. We wish you all the very best. Te amamos mucho!

Soraya—San Juan, Puerto Rico
May 27, 2008





Awards



Emmy

Rachel Coleman, host of Signing Time, was nominated for the "Outstanding Performer in a Children's Series," as part of the 35th Annual Daytime Entertainment Emmy® Awards, which recognizes outstanding programming, exceptional performances and overall television excellence.



The Telly Award

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, as well as the finest video and film productions. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.



iParenting Media Award

Each product that wins an iParenting Media Award is chosen as being an outstanding product in its category. iParenting Media's Award Program provides a credible and objective method of determining the best products in the children's media and juvenile products industry, and recognizes those products with their awards. Reviewers included experts, licensed childcare facilities, and parents. In addition to these "real world" judges, each product was evaluated by the iParenting Media Awards Executive Committee.



Parents' Choice

Designed to help parents and caregivers make informed decisions about which products are recommended for children, the Parents' Choice Awards is the nation's oldest nonprofit guide to quality children's media and materials for children, including: books, toys, music, magazines, software, videogames, television and website.



Dove Foundation Seal of Approval

In 1991 The Dove Foundation began promoting family-friendly entertainment. Their standards and criteria are based on Judeo/Christian values, free from the pressure of commercial interests. They believe in a positive approach of commending high-quality, wholesome movies rather than condemning filmmakers for not meeting those standards.



National Parenting Publications Awards (NAPPA)

NAPPA is the most comprehensive awards program for Children's Products and Parenting Resources. Our independent panel of judges are experts in their fields with extensive professional experience working with children and parents. They evaluate hundreds of products to select the most fun, appealing, safe, educational, age-appropriate and enduring products so that parents can make the best purchasing choices for their families.



The National Parenting Center's Seal of Approval

The National Parenting Center was founded in July of 1989 with the intention of providing the most comprehensive and responsible parenting advice to parents everywhere. The advice provided is furnished by some of the world's most respected authorities in the field of child rearing and development. The National Parenting Center's Seal of Approval program, created in 1990 as an adjunct to TNPC's support services, identifies the finest products and services being marketed to the parent/child audience. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.



Creative Child Magazine Preferred Choice Award

Creative Child Magazine is a bi-monthly publication that provides parents with the latest information on how to nurture their child's creativity. With departments such as Kids at Play, Health and Safety, Discovering Creativity, Nurturing Talent and Tomorrow's Child - Investing for Your Child's Future Creative Child Magazine is essential and the most complete parenting publication for raising well-balanced children.



Great American Toy Test

Out of over 96,000 toys tested, the Great American Toy Test awarded Signing Time! Volume 10 - My Day. More than 100,000 children tested these toys at over 1,000 Day Care, After School and Latchkey Centers across the nation. The testing criteria included overall quality, durability, ease of set up/assembly, ease of maintenance, learning/skill value, child's short/long term interest, fun value, safety and "should a parent buy it?" factor.



The Best of State Awards - Utah

Two Little Hands Productions received Utah's Best of State Award in the Instructional/Corporate Video category for the Signing Time video series. The Best of State Awards were created to recognize outstanding individuals, organizations and businesses in Utah. Utah is a great place to live and work, and there is so much that is deserving of recognition.



Notable Video Award Notable Children's Videos

Each year the Association for Library Service to Children (ALSC), part of the prestigious American Library Association, identifies the best of the best in children's books, recordings, videos, and computer software.



Kids First! All-Star Endorsement

The Coalition for Quality Children's Media is a national, not-for-profit organization and is dedicated to teaching critical viewing skills to children as well as increasing the visibility and availability of quality media for children. Only products that meet or exceed the quality and entertainment value standards set by a jury comprised of child development professionals, teachers and parents as well as children are given the KIDS FIRST! seal of approval. Signing Time was given the highest award given by KIDS FIRST, the ALL-Star Endorsement!





Product Overview

Signing Time Series One and Two (26 DVDs Total)

Recommended Ages: 1-8+

Play, sing, and sign along with Signing Time while learning American Sign Language (ASL). This multi-sensory DVD series introduces children to a "hands on" second language.

Featuring Rachel Coleman and her daughter Leah, who is deaf, along with Alex (Leah's cousin, who can hear) and their animated pet frog Hopkins, the Signing Time series teaches hundreds of ASL vocabulary-building signs that are useful in daily life. Content includes teaching segments, original songs, charming animation, plus real families demonstrating each sign in the proper context.



Baby Signing Time Series (4 DVDs Total)

Recommended Ages: 3-36 months

Babies crawl before they walk, and sign before they talk! With Baby Signing Time, babies can express their needs and wants using simple signs long before they can speak.

Featuring Emmy-nominated host Rachel Coleman along with Leah, Alex and Hopkins (animated as babies), Baby Signing Time uses clever songs to teach over 100 of the most useful signs for daily wants and needs.

Practice Time Series (2 DVDs)

Practice Time ABCs and 123s include unique DVD features that enable children to participate in interactive quizzes as they practice the manual alphabet, fingerspelling, numbers and counting with Signing Time star, Rachel Coleman. The Practice Time DVDs can be used as companions to the Signing Time series or on their own.

Signing Time Music CDs

All of the original music from the Signing Time and Baby Signing Time series is available on music CDs. Songs are available on CDs or in a downloadable mp3 format.

Signing Time Board Books and Flashcards

Our easy-to-use books and flashcards help reinforce reading skills while practicing basic ASL signs. Use alone or as a companion to Signing Time DVDs.



About Us

Two Little Hands Productions produces and distributes Signing Time, the captivating award-winning DVD series and television program. Signing Time was created to make American Sign Language (ASL) fun and easy for children of all ages and abilities. Two Little Hands Productions also produces the popular Baby Signing Time DVDs and CDs that have played a prominent role in the recent “baby signing” trend.

With Signing Time programs, infants and toddlers who are not yet able to talk can sign to communicate their needs and wants, children can learn ASL as a second language and experience rich developmental benefits through the kinesthetic nature of signing, and children with special needs or speech delays can find a “voice” through signing. For most children, using sign language is an exciting activity based on muscles and movement. Small children love to learn to sign, just as they love to learn anything by doing, exploring, trying, touching and moving, not just by looking and listening.

The Mission of Two Little Hands Productions

We are dedicated to enriching the lives of children of all abilities. We craft products that invite children to express themselves and be understood by those who love them. We envision a world where children are empowered to develop the full range of their natural abilities and use them to benefit others.



Dissolving Barriers: History of the Signing Time Foundation

Friends of the Signing Time series have come to know and love Rachel, Alex and Leah by inviting them into their homes through the Signing Time videos and songs. Many people have also come to know and adore Leah's little sister Lucy, who was born with spina bifida and cerebral palsy. By the time Lucy was about two years old, she was not talking or signing, despite growing up in a household where American Sign Language (ASL) was the primary language. Her doctors said she was likely to receive a diagnosis of mental retardation and may never speak, let alone use her rigid fingers to sign.

Lucy beat the odds when she began signing along with the first volume of Signing Time (back when there was only one volume!). Starting with the sign for "more," she developed a vocabulary of hundreds of signs, and speech soon followed. Lucy now attends a mainstream public school. Lucy is considered the first of many "Signing Time Miracles." Her big smile and zest for life is the inspiration behind the Signing Time Foundation.

Lucy, like other little children, loves to be around her peers and likes to do what they do best: play! However, because of her special physical needs, she often faces barriers when it comes to something as simple as "play".

Lucy loves to swing, but when her family took her to the park they noticed that most parks are not very fun for her. There are no swings that support a child who cannot balance on their own, or who cannot hold on with both hands. Maneuvering a child in a wheelchair over railroad ties and through the playground's wood chips or sand is very difficult. Lucy would never be able to approach the play area by herself. The Coleman's quickly realized that these and other "barriers" were in the way of Lucy's having fun at the park and playing with other children.

The mission of the Signing Time Foundation is to enrich the lives of children of all abilities through programs aimed at dissolving barriers, supporting communication and creating opportunities for all children to come together and play.

The Signing Time Foundation is engaged in several projects, including the creation of "Miracle Gardens" – universally accessible playgrounds where children of all abilities – including those who use walkers and wheelchairs – can play.

Additionally, the Signing Time Foundation had the opportunity to team up with Signs of Hope International, another non-profit organization that invited the Signing Time team to travel to Ghana, West Africa to visit several deaf schools to further educational opportunities for students there.



Effective Communication With Children and Young Adults with Autism

by Lisa Goldy, graduate student in educational psychology at the University of Utah

My name is Lisa Goldy, and I am a graduate student in educational psychology at the University of Utah. As part of my graduate program, I completed my internship hours as a school psychologist, where I had the opportunity to work with children and young adults of varying abilities. I recently defended research that looked at the most effective communication interventions for children and young adults with autism.

As many people may be aware from the number of public service announcements on television, autism is a specific area of focus right now. According to the Centers for Disease Control (2007), the average prevalence for Autism Spectrum Disorders in the United States is currently one in every 150 children. By no means does every child diagnosed with one of these developmental disorders have the same needs or skills, but the inability to use language to effectively communicate with others is one of the core deficits for many of these individuals. In fact, some researchers and practitioners estimate that 50% of individuals diagnosed with autism will remain nonverbal. As researchers and practitioners, this presents us with many questions. What does the autism research tell us about communication interventions for children with autism? What are special education teachers doing to help children with autism to communicate? How are parents communicating with their children with autism? In other words, what really works to help children with autism develop language?

Since the research regarding various teaching techniques and interventions for children with autism is not readily available for interpretation by service providers, caregivers, or educators, I decided to consolidate the outcomes found in a portion of the autism literature. Without question, the results indicate that combining sign language with speech, as Rachel does in Signing Time, is one of the most effective ways to teach children with autism how to communicate with others. Since many nonverbal children with autism appear to have difficulty understanding spoken language, using sign language may be more accessible because it is visual and gesture-like. Parents and teachers can mold or manually prompt a child's hands into appropriate sign configurations, and say the word while signing it, which may help trigger or facilitate speech development.

My daughter attends a preschool, where approximately 50% of the children are "typically developing" and 50% have been diagnosed with a disability or developmental delay such as autism. Sign language has helped the children in her class communicate with each other. My husband teaches an inclusive recreation class in which his students have the opportunity to help with the local Special Olympics. The students who know American Sign Language (ASL) love the opportunity to communicate with the athletes in a common language.

As the mother of a 3-year-old daughter, I seek activities and environments that I believe will enrich my child's life. I am thankful that she was given several Signing Time DVDs as a gift from a pediatric nurse, who was using Signing Time with her adopted daughter. I love that we have learned some ASL together, and I hope she continues to ask me, "How do I sign _____?" I would like to become more proficient in ASL, because knowing the little that I do has helped me to have a richer life both personally and professionally. Resources such as Signing Time are invaluable for families and may be especially beneficial for families of individuals with autism.

Signing Time Wholesale Program

Do you have a store or unique business that could benefit from reselling Signing Time products? Are you interested in being a specialized distributor of Signing Time products? Our wholesale program offers a number of advantages for businesses who qualify, such as:

- ✓ wholesale pricing
- ✓ special offers and promotions
- ✓ 24-hour website access for purchasing & tracking orders
- ✓ monthly newsletters
- ✓ dedicated Account Manager
- ...and many other tools for success!

Signing Time products are instrumental in making the miracle of two-way communication available for children of all ages and abilities. Our vast network of resellers and distributors experience for themselves the benefits of sharing this amazing product with the public.

“Signing Time is the best seller on our website. I talk to many customers who have great stories of how Signing Time has helped them and their children connect and learn. I am glad to be selling a product that means so much to parents and children.”

Nancy Cadjan, Owner www.childsigning.com and author of Baby Signing 1, 2, 3

Available products include:

- ✓ 26 Volumes of Signing Time on DVD and accompanying Music CDs
- ✓ Baby Signing Time DVD Series and accompanying Music CDs
- ✓ Practice Time DVD Series
- ✓ Board Books and Flash Cards
- ✓ Complimentary products such as plush, parents workbooks and more are being produced regularly to give you and your customers greater options

Signing Time is the largest library of entertaining signing DVDs available. It’s “hands-down” the best product for parents, children, teachers, and helping professionals who wish to access the benefits of American Sign Language in a fun, meaningful, and entertaining way.

For more information on becoming a Signing Time specialty retailer or distributor please contact:

Erin Axson at erin@signingtime.com or call 801.676.4440 ext 107





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FOR IMMEDIATE RELEASE

The Signing Time Foundation Partners with Signs of Hope International to Take Signing Time to Africa

Hosts of Signing Time will go to Ghana to Teach Sign Language to Native Teachers and Deaf Students

SALT LAKE CITY, UT – The Signing Time Foundation has partnered with Signs of Hope International to bring the hosts of Signing Time! to Ghana, West Africa.

The Signing Time Team, including Signing Time host Rachel Coleman, along with Alex Brown and Leah Coleman, child stars of Signing Time, will head to Ghana, West Africa for 10 days to teach sign language to students that are deaf. The Signing Time Team will also help the teachers learn how to teach sign language.

“Organizations like Signs of Hope International have found that most teachers in Ghana are entering the deaf schools without proper sign language education. Because of the lack of suitable resources, deaf children in Ghana struggle to learn and progress using sign language to enhance their education,” said Rachel Coleman, host of the sign language videos and public television series, Signing Time.

Rachel Coleman, the host of Signing Time and President of the Signing Time Foundation, participates in Signing Time outreach events across the country to teach ASL vocabulary and to educate parents, teachers, caregivers, and communities on the value of sign language for children in everyday learning. Coleman is excited to be involved and create opportunities for children to learn and progress despite the fact that they cannot hear.

With the help of Signing Time fans and generous donors, the Signing Time Foundation raised over \$4,000 to send the Team to Ghana.

“We would like to thank our fans for their generous contributions,” said Coleman. “We are so excited for this opportunity to continue to make a difference in the lives of the Ghanaian people and look forward to learning from them as well.”

Signing Time is a DVD and public television series that teaches ASL to children of all abilities. Featuring Rachel Coleman, her daughter Leah—who is deaf—along with Alex—Leah’s cousin, who can hear—and their animated pet frog Hopkins, Signing Time offers an unparalleled multi-sensory educational approach. With 30 volumes, Signing Time has become the largest library of entertaining signing videos of its kind available. Signing Time reaches children with diverse learning styles and encourages interaction through signing, singing, speaking and moving.

Fans and media can follow along with the Signing Time team, as Rachel blogs about their experiences live from Ghana.

HOW IT STARTED-MORE ABOUT THE AFRICA PROJECT

While filming the last Signing Time shows Leah was asked the question of what she wants to be when she grows up. She said, “I want to be a writer and make books; or a teacher for the deaf African kids that don’t know sign yet.”

Leah will not have to wait until she has grown up! Signs of Hope International provide internships for Americans who know ASL to go to Africa where they can teach the teachers. They also have a teacher incentive program that encourages teachers to play a more active role in improving the classroom experience. Signing Time is looking to make this a yearly trip, where they can help inspire, teach and show children the possibilities for the future. It is the goal of Signing Time to also build playgrounds and dormitories at the schools as well.

ABOUT TWO LITTLE HANDS PRODUCTIONS

Two Little Hands Productions produces and distributes Signing Time!, a captivating and entertaining American Sign Language (ASL) DVD series and public television program. Signing Time was created to make signing fun and easy for children of all ages and abilities. Two Little Hands Productions also produced the popular Baby Signing Time DVDs and CDs that have played a prominent role in baby sign language following the recent “baby signing” trend.

Two Little Hands Productions is located in Salt Lake City, Utah. For more information, please visit www.signingtime.com.

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FOR IMMEDIATE RELEASE

Babies Learn to Read with Signing Time 17-month-old reading phenomenon featured on Today Show further proof that there is more to Signing Time than sign language

SALT LAKE CITY, UT – Viewers of NBC’s Today Show watched in awe as 17-month-old Elizabeth Barrett read to them. Elizabeth’s parents attribute her early reading in part to Signing Time, the television and DVD series that teaches young children to communicate using American Sign Language (ASL).

According to the Today Show, “Katy Barrett and her husband, Michael, are speech pathologists, and when Elizabeth was born they started teaching her sign language along with spoken language. They read to her often, and her favorite television program — the only one her parents let her watch — was a PBS show called ‘Signing Time,’ which teaches kids sign language.”

For the past six years, Signing Time has been dedicated to proving the benefits and positive impact of sign language on children who can hear. While most people have regarded sign language as something only for the Deaf community, thousands of parents like the Barretts are seeing that hearing children can accelerate their language and reading development through the unique blend of sign language, written word, song and video modeling used in Signing Time.

“I knew I wanted my children to learn sign to help with communication and language development, but never dreamed anything like this would happen,” said Katy Barrett referring to her child’s remarkable reading skills. “Signing Time is an excellent program on so many levels. Elizabeth enjoyed it at only a few months old—the splendidly creative songs made her coo, and even before she signed along, she loved watching other children signing and having fun.”

Parents are also using Signing Time to communicate with children with special needs. Kei Malone, a mother in Massachusetts explains, “When my son William, who has Down syndrome, spelled the word ‘red’ with the refrigerator magnets, signed each letter, and then signed ‘red,’ I was blown away. He was only 4 _ years old at the time and the fact that he has Down syndrome and verbal apraxia too, just emphasized that signing with him since he was an infant was the right thing to do.”

Rachel Coleman, host and co-creator of Signing Time, remembers how important sign language was in helping her children learn to read at an early age. Upon discovering that her daughter Leah was deaf, specialists warned the Colemans that deaf children typically graduate from high school with a 3rd grade reading level. The Colemans proved differently. They found that using sign language in the home stimulated one-year-old Leah’s language skills. It was easy for Leah to transition from fingerspelling to writing and then reading. Now in 5th grade, Leah reads at a 9th grade reading level. In fact, last year she beat out 5th and 6th graders to win the school spelling bee.

“Babies who sign have access to language much earlier than those left waiting for speech to develop. The signing child can describe the world around them by expressing their needs and preferences. Their hands give them a clear and powerful “voice” – quite a contrast to the whining and pointing traditionally associated with toddlerhood,” said Coleman. “The truth is that using sign language with babies and children who can hear is revolutionizing parenting in America.”

“Signing Time has meant so much to our family, especially baby Jane,” said Jana Francis a mother in Salt Lake City, Utah. “At 22-months she knows the entire alphabet by sight, every color by sight, can count to 22 and sign the whole time. That’s not because we teach her all day, it’s because of Signing Time!”

Featuring Rachel Coleman, her daughter Leah—who is deaf, along with Alex—Leah’s cousin, who can hear—and their animated pet frog Hopkins, Signing Time offers an unparalleled multi-sensory approach dedicated to proving the positive impact and benefits of signing with hearing infants. With Series One and Series Two containing 13 volumes each, Signing Time has become the largest library of entertaining signing videos of its kind available. Signing Time reaches children with diverse learning styles and encourages interaction through signing, singing, speaking and moving.

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Two Little Hands Productions is located in Salt Lake City, Utah. For more information, please visit www.signingtime.com.

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FOR IMMEDIATE RELEASE

Rachel Coleman, Host of Signing Time! Receives Emmy Nomination

SALT LAKE CITY, UT– Rachel Coleman, host of Signing Time, has been nominated for the “Outstanding Performer in a Children’s Series,” as part of the 35th Annual Daytime Entertainment Emmy® Awards.

“When I first heard the news, I asked someone to double-check...and then I called my mom! I am honored, excited and so happy about this opportunity,” said Coleman. “Being nominated for an Emmy Award is a great acknowledgement for all the good work that our little company does and provides great recognition that our series makes a real difference for so many families.”

Coleman co-created Signing Time as a means to teach children to communicate using American Sign Language (ASL). As the mother of a daughter who is deaf, and another daughter with both cerebral palsy and spina bifida, sign language has played a central role in their family. Coleman has spent the last seven years making sign language fun and accessible for all children through the Signing Time series, which includes award-winning DVDs, music CDs, books, flashcards and a public television show. Coleman, who is also a singer and songwriter, has written all the original songs featured in the entire series.

This year’s ceremony will be broadcast live on ABC on Friday, June 20th, from Hollywood’s Kodak Theatre (8:00 p.m. ET – West coast tape delay).

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FOR IMMEDIATE RELEASE

**HOOKED ON PHONICS® PARTNERS WITH SIGNING TIME!® TO
LAUNCH SIGN LANGUAGE PROGRAM FOR INFANTS AND TODDLERS**

Hooked on Baby™ Learn to Sign, Powered by Signing Time! Helps Parents
Communicate with Infants Before Spoken Language Skills Develop

BALTIMORE, February 17, 2008 – Hooked on Phonics, a 20-year leader in educational learning aids for children, has announced the launch of Hooked on Baby Learn to Sign, Powered by Signing Time!, a sign language program for infants and toddlers, that teaches parents to communicate with their children through signing before spoken language skills develop. The company will license educational content through its agreement with Two Little Hands Productions, creators of the hit television series Signing Time!

Hooked on Baby Learn to Sign was inspired by the overwhelming success of Signing Time!, a popular public television show that sprung from a signing video series created by Rachel Coleman, the mother of a deaf child, whose mission was to make learning and teaching sign language as easy and quick as possible. Developed for children ages 6 – 24 months, Hooked on Baby Learn to Sign is a comprehensive program that utilizes Hooked on Phonics' proven "learn, practice, play" approach to teach American Sign Language. Through the effective use of music, parental interaction and repetition, Hooked on Baby Learn to Sign not only teaches a second language, but also enhances family bonding and develops fine motor skills.

After recently marking 20 years in the industry, Hooked on Phonics' introduction of Hooked on Baby Learn to Sign follows the successful launch of Discover Reading, an educational learning aid that the company created to offer reading solutions for new moms. According to Chip Paucek, CEO of Smarterville, the licensing agreement with Two Little Hands Productions is representative of the company's growth strategy to provide a full array of quality, educational products to meet the needs of today's mom and her infant.

"Worldwide, Hooked on Phonics is recognized as a leading education company specializing in both reading and language products," says Paucek. "Our new affiliation with Signing Time! is part of our ongoing mission to offer helpful resources to new moms as they reinforce the importance of literacy in the lives of their children. Our strategy will continue to focus on partnering with other established companies to develop content-rich educational products that compliment our current product portfolio."

"We are very pleased to partner with a company that has such an established reputation in the education market and with a growing retail presence," notes Lindsey Blau, Communications Manager, Two Little Hands Productions. "We've experienced an incredible response with the launch of our Baby Signing Time! product line in 2005 and it continues to be one of our top sellers. We look forward to partnering with Hooked on Phonics to enhance Baby Signing Time!, expand its reach, and develop more programs that help children grow and learn."

The Hooked on Baby Learn to Sign program includes:

- 2 special edition DVDs
- 2 sets of flash cards
- Audio CD featuring 8 songs
- 36-page parent's guide
- Learn to Sign reference poster
- Progress poster
- Stickers

With a suggested retail price of \$29.99, Hooked on Baby Learn to Sign is available at leading retailers such as Borders, Barnes & Noble, Right Start, and Amazon.com, and online at www.hookedonphonics.com.

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ABOUT SMARTERVILLE INC.

Smarterville Inc. is a leading creator of educational products for families that are fun, successful and easy to use. The company works with professional educators, interactive designers, writers, artists and parents to develop step-by-step learning systems that help teach children critical learning skills to help them succeed in school and in life. Smarterville produces, distributes and markets products for the well-known Hooked on Phonics brand. Hooked on Phonics products are available at major retailers worldwide and online at www.hookedonphonics.com.

ABOUT TWO LITTLE HANDS PRODUCTIONS

Two Little Hands Productions produces and distributes Signing Time!, a captivating and entertaining American Sign Language (ASL) DVD series and public television program. Signing Time was created to make signing fun and easy for children of all ages and abilities. Two Little Hands Productions also produced the popular Baby Signing Time DVDs and CDs that have played a prominent role in baby sign language following the recent "baby signing" trend.

Two Little Hands Productions is located in Salt Lake City, Utah. For more information, please visit www.signingtime.com.

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