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Contact: Kati Elliott
KEH Communications
410-975-9638
kati@kehcomm.com

Mark Mallardi
Educational Insights
310-884-2290
mmallardi@educationalinsights.com

Bring Out Students' Inner Artist with Educational Insights' 'PlayFoam® Class Set'

RANCHO DOMINGUEZ, Calif., January 23, 2008 – Educational Insights' award-winning PlayFoam™ is now available in a classroom set. The new PlayFoam® Class Set is perfect for fun-filled activities, and takes sculpting and modeling in the classroom to a new level.

PlayFoam can be used for a wide variety of classroom activities. Teaching students about the solar system? Have students mold their own planets in order to build a solar system for science class. Writing on the chalkboard becoming dull? Have students sculpt PlayFoam letters to spell out words in language arts class. Even fractions can be fun when displayed in PlayFoam!

PlayFoam's non-stick, non-toxic, remoldable sculpting beads never dry out, and can be used over and over again, making it a great art supply investment. The PlayFoam Class Set comes in a sturdy white cardboard storage box, and includes 8 packs of PlayFoam in a rainbow of colors. Each color is contained in an individual zip-closed bag, for easy storage.

"PlayFoam is that unique product that makes you say 'Wow!' from the first time you lay hands on it," said Mark Mallardi, Vice President of Marketing at Educational Insights. "It's soft to the touch, very easy to manipulate, never dries out, won't stick to skin, clothing, rugs, or other surfaces, and maintains its consistency over time. It delivers a truly unique experience for all manner of arts and crafts applications."

(more)

PlayFoam Class Set

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In addition to the Class Set, Educational Insights offers a PlayFoam Creativity Kit filled with accessories, such as pipe cleaners, wiggly eyes, jewels, yarn, and more. PlayFoam is available in a variety of other forms, including Sparkle PlayFoam, Glow-in-the-Dark PlayFoam, and PlayFoam Mini Bricks.

Pricing and Availability

The PlayFoam Class Set sells for \$79.99. Sparkle PlayFoam sells for \$10.99 (6-brick pack) and \$19.99 (12-brick pack). Glow-in-the-Dark PlayFoam sells for \$10.99 (6-brick pack). The PlayFoam Creativity Kit sells for \$24.99, and includes 100 accessories and 9 assorted PlayFoam bricks (including Sparkle and Glow-in-the-Dark).

About Educational Insights

Educational Insights, Inc., a subsidiary of Learning Resources, has, for over 40 years, brought to market award-winning educational products that engage, entertain, and educate. The design and development of the company's products is spearheaded by an editorial team of seasoned, professional educators. This, coupled with the fact that the company's products are in use in virtually every elementary school throughout the nation, insures the highest design and instructional integrity in all the company's offerings. The company's product lines include educational toys and games, test prep systems, classroom resources, and electronic learning aids. Educational Insights' products are available through specialty toy stores, teacher supply stores, and educational dealers everywhere.

For more information, or to receive a free catalog, call 1-800-995-4436 or visit the Website at www.educationalinsights.com.

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