

TRIBUNE

EDUCATION

Publishing

Schools

Consumers

Development

Lifelong Learning



Financial Education

Overview

Lifelong Learning

Tribune Education is the nation's premier publisher of lifelong learning materials for schools and consumers.

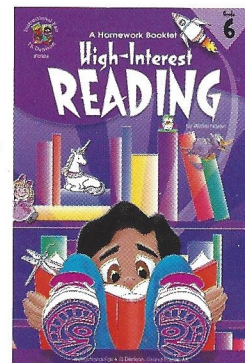
As the industry's No.1 provider of supplemental education materials, Tribune Education publishes activity

books, teacher-support materials, software and other materials that teachers use to replace or augment core curriculum materials.

Tribune Education also produces core curriculums—teacher and student materials that are the primary source of education content for particular subject areas—in mathematics and language arts. Tribune Education is a major force in mass market children's publishing and consumer (trade) publishing of nonfiction titles.



This CD-ROM from NTC/Contemporary uses colorful images and sounds to teach Spanish vocabulary.



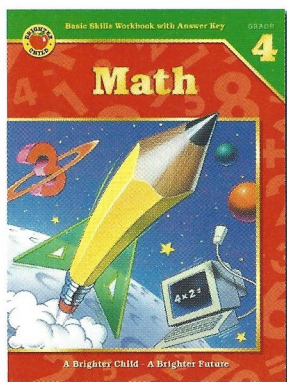
Ideal/Instructional Fair produces a number of homework booklets for various grade levels and subject areas.

The Wright Group publishes materials that teachers use to help students learn to read.

Overview

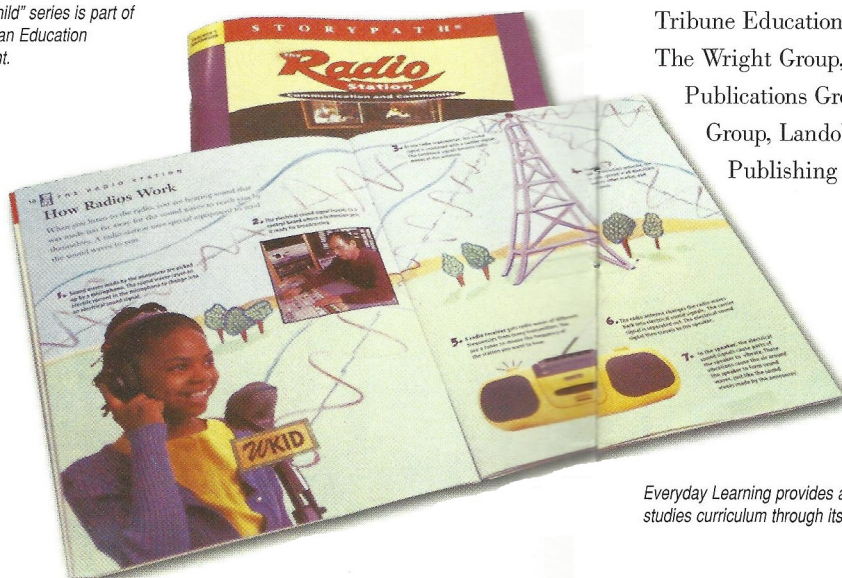
Tribune Education

Education is a natural fit with Tribune's other businesses. It builds on Tribune's experience in the creation and delivery of content. Tribune's archives of print and digital content can be repurposed for the education market. Also, Tribune's digital knowledge and resources are invaluable as Tribune Education business units expand their digital product lines.

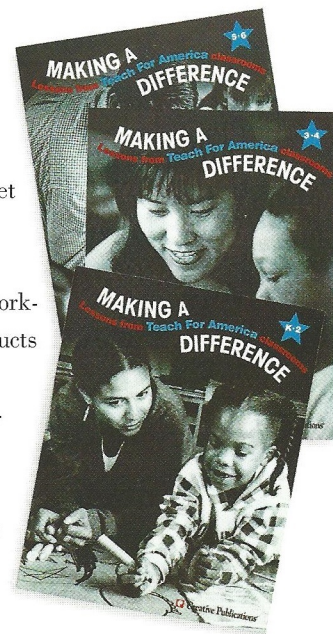


The "Brighter Child" series is part of Landoll's American Education Publishing imprint.

Tribune Education strives to improve society through the power of education. Its education businesses provide innovative curriculums that meet the needs of educators and transform the way students learn. Its consumer businesses create materials that support lifelong learning and entertainment.



One key to Tribune Education's success is the strength and variety of its market channels. Tribune Education business units market products to educators through direct school sales, as well as through catalogs and teacher workshops. Tribune Education products are also sold in retail stores, parent/teacher stores and bookstores nationwide and overseas. Reference materials published by Tribune Education business units are commonly found in school and public libraries.



"Making A Difference" is one of the supplemental resources published by Creative Publications.

The business units of Tribune Education are The Wright Group, Everyday Learning/Creative Publications Group, NTC/Contemporary Publishing Group, Landoll, Inc. and Ideal/Instructional Fair Publishing Group.

Everyday Learning provides an alternative social studies curriculum through its "Storypath" series.

Education

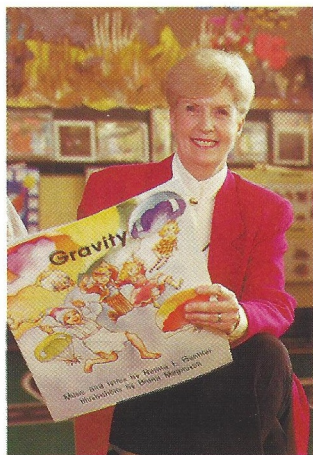
The Wright Group

www.wrightgroup.com

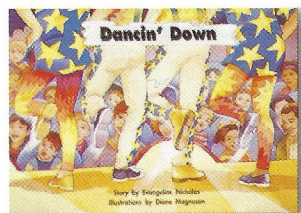
The Wright Group is the nation's leading supplemental publisher of elementary school language arts materials. The Wright Group's comprehensive and balanced approach to literacy is provided through a multitude of teaching strategies, including by immersion into a large selection of literature, and through direct and explicit

skills instruction. Products from The Wright Group not only teach children *how* to read, they also teach children to *love* to read. Various activities are provided that motivate children to learn to read meaningfully while becoming successful independent readers and writers.

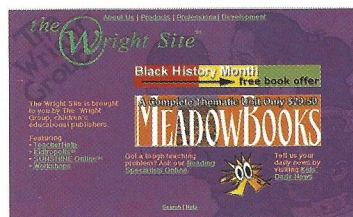
The Wright Group has been the nation's premier provider of professional staff development for educators for more than 12 years. Nationally, about 75,000 teachers and administrators participate each year in more than 1,500 scheduled professional development workshops held across the country.



"Big Books" encourage teachers and children to read together.



The Wright Group publishes numerous children's story series including one by the popular children's author Evangeline Nicholas.

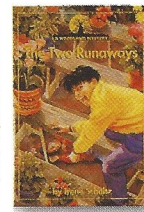
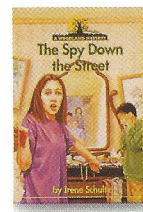
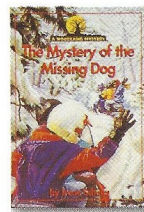
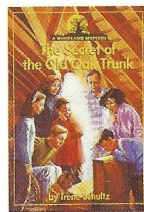


"The Wright Site" contains resource materials for teachers, fun activities for students and information about The Wright Group's professional development workshops.

The Wright Group®

"Breakthrough to Literacy" is The Wright Group's interactive, early literacy, developmental reading system for pre-kindergarten to third grade that links oral language with print, while facilitating the development of phonemic awareness and

other critical basic skills. The Wright Group International includes Shortland Publications, a New Zealand-based publisher of language arts, science and social studies materials for elementary schools.



The "Woodland Mysteries" are written at a second- to third-grade reading level but the stories are designed to interest older students who need extra practice with reading skills.

Education

Everyday Learning/Creative Publications Group

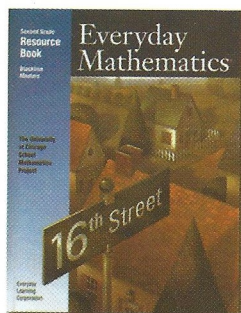
www.everydaylearning.com

www.creativepublications.com

Everyday Learning/Creative Publications Group consists of two separate companies, with independent management teams, that work under the direction of one CEO.



EVERYDAY LEARNING™



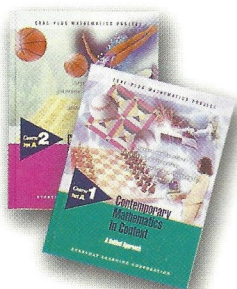
"Everyday Mathematics" is an elementary school curriculum also known as the University of Chicago School Mathematics Project.

Everyday Learning Corporation is one of the nation's premier providers of comprehensive, research-based curriculums. Its cornerstone property, "Everyday Mathematics," widely considered one of the most successful research-based elementary mathematics curriculums in the country, was developed at the University of Chicago.

Everyday Learning's "Storypath" program for first through sixth grades

provides an alternative social studies curriculum with a problem-solving, activity-based philosophy. Everyday Learning's high school mathematics line includes "Contemporary Mathematics in Context," a multiyear, integrated program funded by the National Science Foundation.

"Contemporary Mathematics in Context" is a multiyear, integrated high school math program.



Creative Publications®

Creative Publications produces a variety of high-quality supplemental and integrated materials as well as core curriculum products for teaching mathematics.

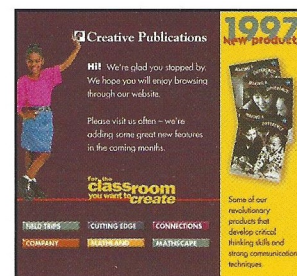


MathLand.

Journeys Through Mathematics

"MathLand" is Creative Publications' math curriculum for kindergarten through sixth-grade students.

One of its core products, "MathLand," incorporates books, multimedia software and hands-on materials in a mathematics curriculum for kindergarten through sixth grade that balances teaching of basic math skills with conceptual understanding and problem-solving skills. Creative's theme-based middle school program, "Mathscape," can be used as a complete mathematics curriculum or to enrich existing middle school math programs. Both programs are based on standards developed by the National Council of Teachers of Mathematics. Creative Publications also publishes numerous supplemental education materials, such as the "Tapestries to Learning" and "Themeworks" series.



Creative Publications' Web site provides information about the company's various supplemental materials and core curriculum materials.

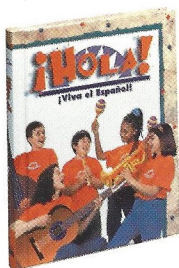
Education

NTC/Contemporary Publishing Group

www.ntc-contemporary.com

NTC/Contemporary Publishing Group is the leading publisher of supplemental education materials in Chicago as well as Chicago's No. 1 publisher of trade books for consumers.

Under several established imprints, NTC/Contemporary publishes innovative texts and supplemental education materials in print, audio and multimedia formats for elementary through adult learners. Its educational



¡Viva el Español! is a complete Spanish-language development program for children.



product lines include language arts texts, career materials, dictionaries and references, as well as the country's most complete range of foreign language and adult education materials. More than 700 new titles are published each year by the firm.

NTC/Contemporary Publishing Group Imprints

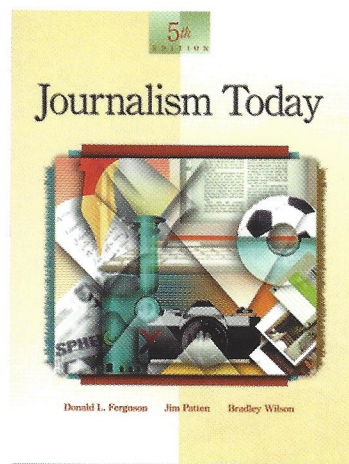
NTC Publishing Group
National Textbook Company
Passport Books
NTC Business Books
NTC LearningWorks

Contemporary Books
Jamestown Publishers
Country Roads Press
VGM Career Horizons
The Quilt Digest Press

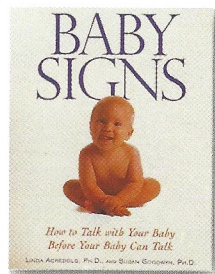


CONTEMPORARY BOOKS

Journalism Today is the nation's leading textbook for high school students interested in studying journalism.



NTC/Contemporary is also one of the country's leading trade publishers and publishes nonfiction titles in subject areas such as childcare and parenting, sports and fitness, cooking and health, humor and quilting.



NTC/Contemporary's consumer products include the popular Baby Signs, as well as other books on childcare and parenting.

NTC/Contemporary titles are distributed to educational institutions, bookstores and libraries throughout the United States. Products from NTC/Contemporary are sold in more than 75 countries.

Education

Landoll, Inc.
www.landoll-inc.com

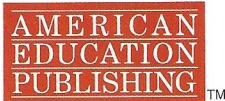
The ability to create educational products with broad consumer appeal plus the effective use of mass distribution



has made Landoll one of the fastest-growing children's book publishers in the country. Landoll books and activity kits

aim both to entertain and educate children.

Under its American Education Publishing™ banner, Landoll publishes several workbook

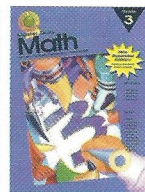
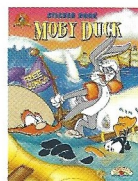


series in colorful and easy-to-use formats that encourage parents to work with their children. The “Brighter



Child® series teaches basic learning skills in reading, mathematics, spelling and writing, comprehension, English and phonics. The “Comprehensive Curriculum

of Basic Skills” series provides complete courses for parents who choose to homeschool.



Landoll has rights to more than 2,500 licensed characters including the Looney Tunes® and Rugrats® characters. The “Comprehensive Curriculum” series provides assistance to parents who wish to teach a child at home. The “Master Skills” series provides challenging lessons with full-color illustrations to reinforce skills taught in school.

Landoll's “Brighter Child” series of educational workbooks is widely available through mass market retailers.



Landoll also has licensing agreements with several major studios such as Warner Bros., Universal, DreamWorks and Viacom. Under these licensing agreements, Landoll books feature characters from current movies as well as from cartoons like “Bugs Bunny” and “Rugrats.”

Landoll products are sold through 158,000 retail outlets, such as Kmart, Target and Wal-Mart, national pharmacy chains, warehouse clubs and supermarkets. Landoll serves about 57,000 domestic and international accounts.

LOONEY TUNES, names, characters, and all related indicia are trademarks of Warner Bros., Inc. © 1998. All Rights Reserved. Nickelodeon®, Rugrats® and related titles, logos, and characters are trademarks of Viacom International Inc. © 1998 Viacom International Inc. All Rights Reserved.

Education

Ideal/Instructional Fair Publishing Group

www.idealschoolsupply.com
www.instructionalfair.com

Ideal/Instructional Fair Publishing Group is a leading publisher of innovative curriculum products and supplemental teaching resources for early childhood through middle school education. Products from Ideal/Instructional Fair assist teachers and parents in helping children learn.

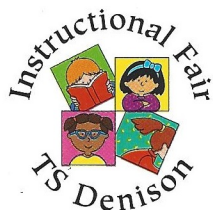


ideal

Ideal has been a leader for more than 100 years in providing supplies and materials to classroom teachers. From "Do-N-Discover Kits" for early learners to "hands-on" math manipulatives and science experiment kits, Ideal offers hundreds of products. Among the company's early-learning supplies are colorful plastic beads and pegs to develop counting and sorting skills. Math products include flash cards, counting cubes, pattern blocks and "Fraction Stax," while science and measuring supplies include balances, thermometers, magnets and microscopes. Ideal also markets such teacher resources as magnet

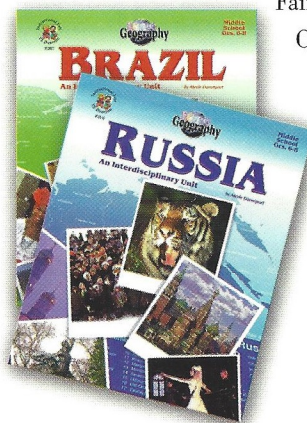
boards, chalkboards, pocket charts, wall charts and plan books.

Instructional Fair, which includes TS Denison products, offers a variety of supplemental education materials for use by teachers and parents.



Instructional Fair products are carefully designed by educators to nurture the love of learning in all children. Room displays, trimmers, calendars, stickers and sticker books, teacher resource books, workbooks, homework booklets, educational games, art and craft books, floor puzzles, award certificates and software can be used for classroom and home use. Instructional

Fair serves the Christian education market through its "In Celebration" line of products.



Instructional Fair offers a variety of multicultural resource books to teachers.

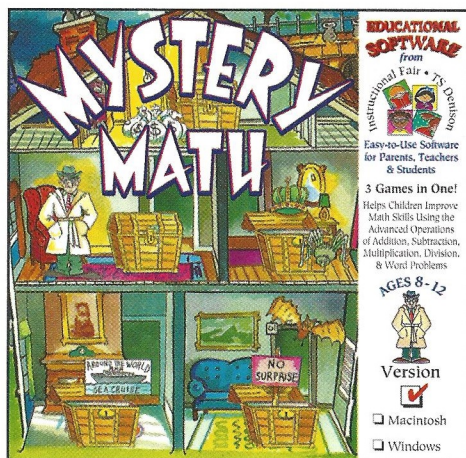


Children learn basic scientific concepts working with experiment kits sold by Ideal.

Technology

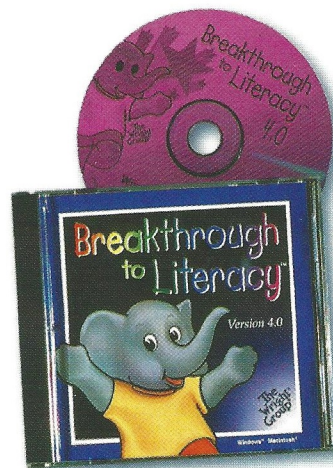
Multimedia Education

Tribune Education is using technology to help fulfill its mission of providing innovative products and services for schools and consumers. The company also is leveraging technology to better serve its customers.



"Mystery Math" is one of many software titles published by Instructional Fair.

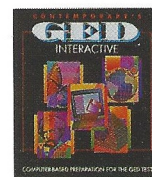
The same high standards that have characterized Tribune Education print products are brought to its digital products. Tribune Education's growing line of multimedia products include sophisticated CD-ROM software such as The Wright Group's "Breakthrough to Literacy," a comprehensive digital complement to the company's print products. NTC/Contemporary digital offerings include the "GED Interactive" series, used by schools to assist individuals studying for the high school equivalency exam. Ideal/Instructional Fair offers a variety of low-cost, easy-to-use educational software titles.



"Breakthrough to Literacy" is The Wright Group's interactive, early literacy developmental reading system for pre-kindergarten to third grade that links oral language with print.

Technology also facilitates Tribune Education's services to customers. All education business units have Internet Web sites. Online catalogs are being added so Tribune Education businesses can provide detailed information about products and allow customers to place orders whenever they wish.

Tribune Education also has made minority investments in several companies that specialize in digital media. These minority investments include Discourse Technologies and ImageBuilder Software, Inc.



"GED Interactive" is the electronic component of Contemporary's GED self-study series.

Professional Development

Workshops and Conferences



The Wright Group trains thousands of teachers and administrators each year through an extensive series of professional development workshops.

For Tribune Education, quality products are just the beginning. The company supports professional development for teachers and administrators through numerous training workshops and other resources.

Staff development is becoming a priority in many school districts, and Tribune Education is a leader in providing high-quality training opportunities for educators. Creative Publications, Everyday Learning and The Wright Group provide professional development for educators through workshops, videotapes and resource books. The Wright

Group conducts hundreds of workshops annually on the teaching of balanced reading, writing and literacy programs, guided reading instruction, phonemic awareness and phonics.

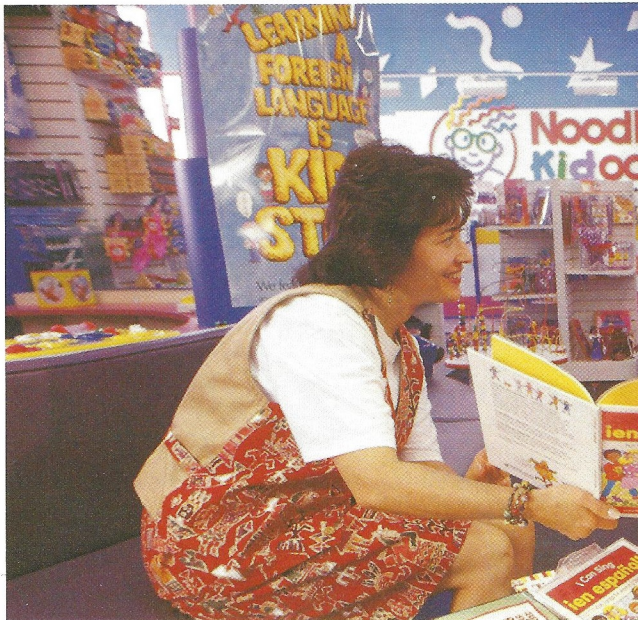
Tribune Education's workshops produce revenue through registration fees. The workshops also provide an opportunity to introduce more educators to Tribune Education materials, which often are used as content for the workshops.

Everyday Learning sponsors user conferences around the country to help teachers make the best use of "Everyday Mathematics."



Markets

Retail and Specialty



NTC/Contemporary's line of foreign language products for children was featured at in-store workshops at Noodle Kidoodle.

In addition to schools, Tribune Education products can be found in the country's leading mass market, retail and specialty stores. Barnes & Noble, Borders, Hammett, Kmart, Noodle Kidoodle, Target, Wal-Mart and Zany Brainy are among the national chains that carry the company's products.

Landoll products are sold in thousands of mass market stores, grocery stores and pharmacy chains. NTC/Contemporary Publishing Group's extensive selection of dictionaries, travel guides, business books and consumer books are sold in bookstores and retail stores throughout the country and internationally. Educational products from Ideal/Instructional Fair are available through specialty retail stores and parent/teacher resource stores.

Instructional Fair's line of educational software is available at J.L. Hammett and other specialty retail stores.



Markets

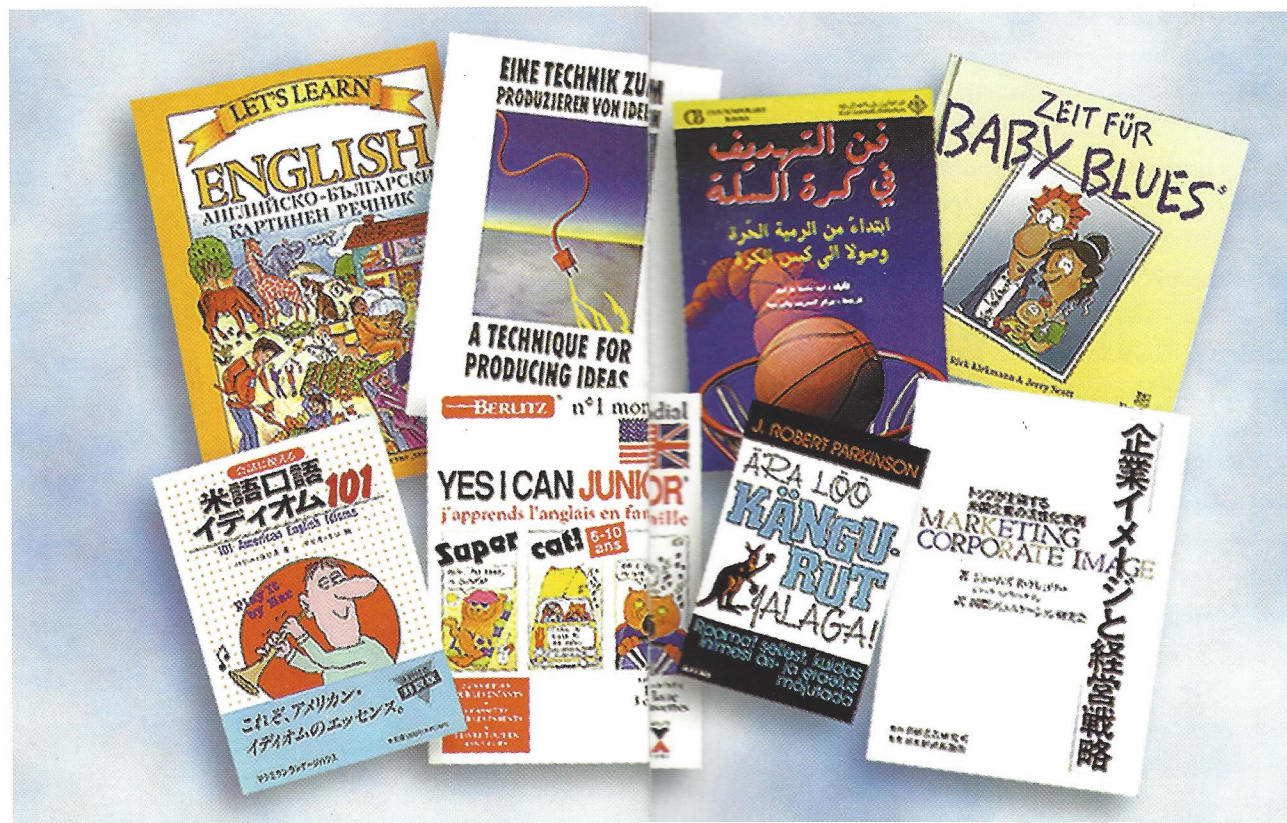
International Opportunities

Tribune has historically had a strong national presence. Tribune Education is helping Tribune build an international presence as well.

Shortland Publications, part of The Wright Group, is based in New Zealand and has a sales office in London.

Shortland does business in Australia, Canada, New Zealand, Southeast Asia, the United Kingdom and the United States.

Products from NTC/Contemporary Publishing Group are sold in more than 75 foreign countries. Other Tribune Education companies are beginning to reach out internationally as well.



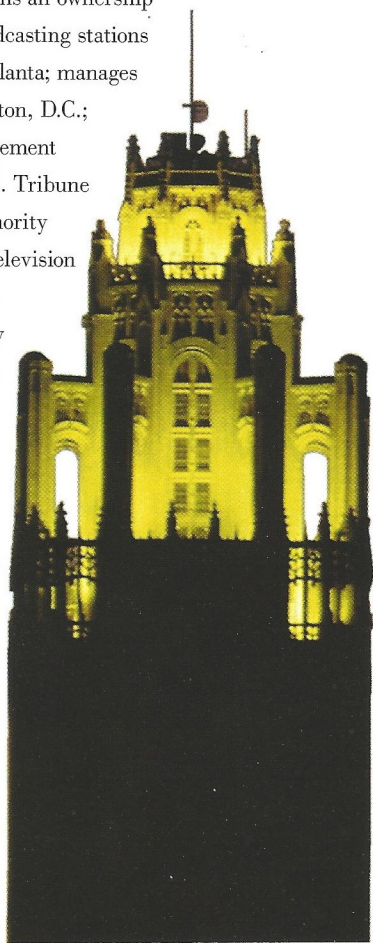
This sampling represents some of the NTC/Contemporary products that are customized for sale in more than 75 countries.

Tribune

Tribune Company

Tribune is a leading media company. In addition to the education operations discussed in this brochure, Tribune has two other business segments: broadcasting and publishing. The company also is an industry leader in venture partnerships with new-media companies. Tribune ranked No. 1 among its industry peers in *Fortune* magazine's 1997-1998 list of America's most-admired companies.

Tribune Broadcasting owns and operates 16 major market television stations; has FCC approval pending in Seattle and Grand Rapids; maintains an ownership interest in Qwest Broadcasting stations in New Orleans and Atlanta; manages one station in Washington, D.C.; and has a Local Management Agreement in Hartford. Tribune Broadcasting owns minority interests in The WB Television Network and TV Food Network. The company also owns and operates four radio stations, including three stations in Denver and WGN-AM in Chicago. Tribune Entertainment, a subsidiary of Tribune Broadcasting, develops, produces and syndicates first-run television programming. In addition, the company owns the Chicago Cubs baseball team.



Tribune Publishing publishes four market-leading newspapers—the *Chicago Tribune*, the Fort Lauderdale-based *Sun-Sentinel*, *The Orlando Sentinel* and the Hampton Roads (Va.)-based *Daily Press*, all of which are prominent providers of interactive content and services. Tribune Media Services syndicates news and information for print and electronic media. Tribune Regional Programming oversees partnerships of Tribune newspapers with TV stations or cable systems in their local markets, including CLTV News, a local 24-hour cable news channel in Chicago, and Central Florida News 13, a joint venture of *The Orlando Sentinel* and Time Warner Communications.

Investments and Alliances

Tribune is an equity investor in America Online, with which Tribune has developed several services and formed an alliance to establish Digital City Inc., a growing company that provides online local, interactive content and news and information for cities throughout North America.

Other Tribune investments in new-media businesses include CheckFree, the largest electronic payment processor; Excite, a leading Internet navigation network; iVillage, an online network targeting women; The Learning Company, a leading multimedia software manufacturer and distributor; Lightspan, a developer of new-media education products; Open Market, the leading provider of Internet commerce software and services; and Peapod, the leading online grocery shopping service.

More information on Tribune is available on the Internet at www.tribune.com.

Tribune

Businesses

Education

The Wright Group Bothell, WA
Everyday Learning/Creative Publications Group Chicago, IL
NTC/Contemporary Publishing Group Lincolnwood, IL
Landoll, Inc. Ashland, OH
Ideal/Instructional Fair Publishing Group Grand Rapids, MI

Broadcasting

Television

WPIX (WB11) New York, NY
KTLA (WB5) Los Angeles, CA
WGN (WB9) Chicago, IL
WPHL (WB17) Philadelphia, PA
WLVI (WB56) Boston, MA
KDAF (WB33) Dallas, TX
WGNX (CBS46) Atlanta, GA
KTZZ (WB22) Seattle, WA*
KHTV (WB39) Houston, TX
WDZL (WB39) Miami, FL
KWGN (WB2) Denver, CO
KTXL (FOX40) Sacramento, CA
WXIN (FOX59) Indianapolis, IN
KSWB (WB69) San Diego, CA
WTIC (FOX61) Hartford, CT
WXMI (FOX17) Grand Rapids, MI*
WGNO (ABC26) New Orleans, LA
WPMT (FOX43) Harrisburg, PA

Radio

WGN (720 AM) Chicago, IL
KKHK (99.5 FM) Denver, CO
KOSI (101.1 FM) Denver, CO
KEZW (1430 AM) Denver, CO

TV Programming

Tribune Entertainment Company Los Angeles, CA

Baseball

Chicago National League Ball Club, Inc. Chicago, IL

Publishing

Daily Newspapers

Chicago Tribune Chicago, IL
Sun-Sentinel Fort Lauderdale, FL
The Orlando Sentinel Orlando, FL
Daily Press Newport News, VA

Syndication

Tribune Media Services Chicago, IL

Electronic Publishing

Tribune Interactive, Inc. Chicago, IL
Chicago Tribune Digital Publishing Group Chicago, IL
South Florida Interactive, Inc. Fort Lauderdale, FL
Orlando Interactive, Inc. Orlando, FL
Hampton Roads Interactive, Inc. Newport News, VA

Niche Publications

¡Exito! Chicago, IL
Hampton Roads Gardening, Newport News, VA
South Florida Parenting Sunrise, FL
City Link Fort Lauderdale, FL
Gold Coast Shopper Deerfield Beach, FL
Sentinel Publishing Orlando, FL
Magic Magazine
The Orlando CityBook
O!Arts
US/Express PopNation
US/Express Lifestyle 2000
US/Express Mainstreet
Family Journal Publications Orlando, FL
Black Family Today
Central Florida Family

Cable Programming

CLTV News Oak Brook, IL

Other Services

Chicago Tribune Direct Northlake, IL
RELCON, Inc. Oak Brook, IL

Brochure designed and printed by Landoll, Inc.,
a Tribune Education company.

* Pending FCC approval

Educati

Mass Market

Technology

Professiona

Learnin

Tribune Education Company

435 North Michigan Avenue

Chicago, Illinois 60611

(312) 222-4563