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**FOR IMMEDIATE RELEASE**

**FRANKLIN ELECTRONIC PUBLISHERS LAUNCHES PILOT  
SUMMER READING PROGRAM**

*Hartford Upper Elementary School and Franklin collaborate to promote  
learning year-round*

**Burlington, New Jersey (July 17, 2006)** – Franklin Electronic Publishers, Inc. (AMEX:FEP), a leader in developing innovative electronic learning solutions, announced today the introduction of a pilot Summer Reading Program. The program is designed to promote learning year-round by encouraging students to complete their required summer reading.

The program, designed in cooperation by Franklin and Hartford Upper Elementary of Burlington County, New Jersey is targeted for the incoming fifth grade class. Promoting students to read more is one of Franklin's major educational initiatives for the 2006 and 2007 school year.

Students are being encouraged to take part in the program by selecting one book from the summer reading list. Next, students are asked to register at [www.franklin.com/summerbooks](http://www.franklin.com/summerbooks) and submit a summary. If the incoming fifth grade class achieves a level of 70% participation that entitles the school to a teacher set of four Franklin handheld electronic learning products. The teacher set includes Franklin's flagship product, the MWD-1490, [Franklin Dictionary & Thesaurus with Comprehensive Reference Set](#), a comprehensive classroom aid that includes a Merriam-Webster Dictionary with 300,000 definitions, a Biographical and Geographical Dictionary, Grammar Guide, SAT Vocabulary List, 5-Language Translator and more.

"The Mt. Laurel School District is delighted to have Hartford Upper Elementary participate in Franklin's pilot Summer Reading Program," said Dr. Rath, Superintendent of the Mt. Laurel School District. "We see this as a fantastic opportunity for the community that will benefit both students and teachers."

"The use of electronic study aids in the classroom has become increasingly popular. These devices are great interactive tools for students and will help teachers promote reading, writing and language learning," said Michael Crincoli, Vice President of Franklin Electronic Publishers North American Operations. "Franklin has been headquartered in this community for many years and we are excited to introduce this great pilot program in our home county of Burlington, New Jersey."

## **About Franklin**

Franklin Electronic Publishers Incorporated (AMEX:FEP) is a world leader in electronic handheld information, having sold more than 37,000,000 electronic books since 1986. Current titles available directly or through partners number more than 26,000 in sixteen languages under license from world class publishers, such as Merriam-Webster and HarperCollins, focused in five genres: Learning, Language Learning, Travel, Spiritual, and Leisure. The Company also licenses its underlying technology to an array of partners including Adobe, Sun Microsystems and Ademco (a division of Honeywell). Franklin distributes ROLODEX<sup>®</sup> Electronics branded organizers worldwide and SEIKO branded reference products in North and South America, Australia and the European Community. Franklin's products are available at 43,000 retail outlets worldwide, through catalogs, and online at <http://www.franklin.com>.

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