

MODALITY



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Kat McAndrew  
Modality/  
FCF Schmidt Public Relations  
kmcandrew@fcfschmidtpr.com  
(484) 362-1431 (office)  
(215) 284-7274 (cell)

***Brain Quest® for iPod® Now Available***  
***America's best-selling educational Q&A activity allows students to access the information they need on the iPod***

DURHAM, N.C. (December 18, 2007) – Modality, the leader in transforming and distributing premium, branded learning and lifestyle content for personal handheld media players has released Brain Quest® for iPod®, the latest version of the number-one selling educational activity by Workman Publishing Co. Brain Quest for iPod is now available for purchase in select Apple retail stores around the country and at Raybook.com. Brain Quest for iPod works on all iPod nanos, the iPod classic, and the fifth-generation iPod.

Brain Quest for iPod (list price \$29.95) challenges kids on the what they need to know, when they need to know it, by allowing them to select curriculum-based content that matches the grade level (1 – 7) they want to master. With questions designed by award-winning educators, Brain Quest for iPod is a portable learning tool that can be played alone, with friends, or with parents. The new offering extends the Brain Quest product line, which iVillage.com called "life-saving, sanity-saving, and mama-saving." Sesame Street Magazine named it one of the Top 9 Products for kids, and Money magazine considers it one of the 50 best values in the USA.

**Hot Product, Cool Format**

"Brain Quest for iPod gives kids a similar experience to the paper-based flash cards, but with added portability and interactivity," explains Mark Williams, Modality's founder and CEO. "It delivers fun educational content on a device that is already part of their everyday enjoyment, providing opportunities for young learners to practice basic facts on the go. This keeps them in the learning zone."

"Buy the box and pop the disc in," Williams explains. "Choose a grade to access that content and the title opens automatically. Then just download the content to your iPod and you're ready to go. Brain Quest for iPod is easy to install, easy to pack, easy to use – and educational."

# # #

## **About Modality**

Modality, Inc. makes small screens smarter, putting high-quality learning and lifestyle content in the palm of your hand. Its patent-pending process transforms and distributes premium content for handheld devices, allowing consumers mobile access to trusted content relevant to their education, professional training, and lifestyles. The unique Modality Platform enables content owners to enter new markets rapidly without sacrificing security, usability and valuable brand characteristics. Modality's content partners include Elsevier, FA Davis, Houghton-Mifflin, John Wiley & Sons, Lippincott Williams & Wilkins, and Workman Publishing Co. Its Raybook.com and Raybook Manager provide sales and management solutions for publishers and other content creators interested in presenting content on the small screen.

## **About Raybook.com**

Raybook.com is a portal where consumers and students purchase premium branded iPod content relevant to their education, professional training, and lifestyles. Based on the Modality platform, Raybook content is selected in collaboration with our content partners, transformed for effective use on handheld devices, and delivered securely to the end user through on- and off-line channels. Examples of current and forthcoming Raybook titles for iPod include Brain Quest Grades 1-7, Netter's Anatomy Flash Cards, Cliff's Notes study guides, Peterson's Field Guides, and many others. Modality is actively developing partnerships with publishers and other content owners for future Raybook titles.

## **About Workman Publishing Co.**

Workman Publishing Company, founded in 1968, is an independent publisher of adult and juvenile trade books. In 2006 Workman acquired Timber Press, the preeminent publisher of award-winning gardening books based out of Portland, Oregon, and London. Timber works closely with Storey Publishing—a subsidiary of Workman and the country's leading publisher of illustrated how-to, country-living books. Algonquin Books of Chapel Hill, known for its literary fiction and non-fiction, and Artisan Books, the illustrated publisher of award-winning cookbooks such as *The French Laundry Cookbook* by Thomas Keller, are the other divisions and imprints of Workman Publishing Company.

Known for its innovations in stretching the boundaries of traditional books and calendars, combined with intensive and creative marketing, Workman's string of bestsellers began with *B. Kliban's Cat*, *The Official Preppy Handbook*, and the *Silver Palate* cookbooks, and now continues with *What To Expect® When You're Expecting*, *Brain Quest®* and *1,000 Places to See Before You Die*.

*Brain Quest* is a registered trademark of Workman Publishing Co., Inc. and Groupe Play Bac S.A.

*iPod* is a registered trademark of Apple.