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FOR IMMEDIATE RELEASE

Kathy Laya Joins Shakespeare Squared as Vice President of Editorial

GLENVIEW, IL (October 17, 2008) – Shakespeare Squared is pleased to announce the hire of Kathy Laya as its Vice President of Editorial. Laya brings with her a great amount of experience and knowledge from her long career in education, from vice president positions at National Geographic School Publishing and Glencoe McGraw-Hill to teaching positions in both middle school and high school. Laya will also serve as Publisher for Shakespeare Squared’s sister company, UpGrade Education.

“I am committed to developing the best materials possible to reach as many teachers and students as can benefit from them. One great way to do that is to join a respected and growing company such as Shakespeare Squared, where quality is the highest priority. I'm excited about the potential we have as we continue to collaborate with some of the best educational publishing houses – large and small – and create product that truly makes a difference for today’s diverse and evolving classrooms,” said Kathy Laya.

Laya’s addition to the fast-growing, innovative, and family-friendly company will ensure that Shakespeare Squared will continue to win a variety of workplace and industry awards. In 2008 alone, Shakespeare Squared was named one of the 30 Best Places to Work in Illinois, received the Alfred P. Sloan Award for Business Excellence in Workplace Flexibility, and was nominated for a Chicago Innovation Award.

“Kathy Laya’s reputation and work ethic are renowned in the industry. I am honored to have her part of our team here at Shakespeare Squared and UpGrade Education. I know that with our stellar team and with her expert guidance, Shakespeare Squared and UpGrade Education will be able to accommodate educational product development at another level. Kathy’s approach to management and development match perfectly with our philosophy – exceeding our client’s expectations with high quality,” said Kim Kleeman, President and CEO of Shakespeare Squared.

With both companies’ commitment to excellence and Laya’s diverse qualifications, Shakespeare Squared and UpGrade Education will continue to be at the forefront of educational publishing with quality work and unique products.

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ABOUT KATHY LAYA

Kathy Laya began her career in educational publishing as a project editor for McDougal, Littell & Company in 1977 where she rose through the ranks to become Vice President, Editorial Director in 1986 in order to provide



better materials and resources to teachers. She taught at New Trier High School from 1991 to 1997, whereupon she reentered the educational publishing world as Vice President, Group Editorial Director for Literature, Language Arts, and Jamestown Education at Glencoe/McGraw-Hill until 2005. She then became Vice President and Publisher for National Geographic School Publishing/Hampton Brown until coming to Shakespeare Squared.

ABOUT SHAKESPEARE SQUARED

Co-founded in 2003 by former educator Kim Kleeman, **Shakespeare Squared** specializes in PreK–12 educational materials and customizes teams of staff editors and freelancers from its network of 500 educators and professionals with extensive education experience. The company delivers excellence to publishers by engineering innovative product development through proven editorial and production expertise. For more information about **Shakespeare Squared**, visit www.ShakespeareSquared.com.

ABOUT UPGRADE EDUCATION

Founded as a sister company of **Shakespeare Squared** in 2007, **UpGrade Education** is a multimedia company that creates quality creative and practical products for students, educators, parents, and the educational publishing community. **UpGrade Education's** staff consists of PreK–12 educators and educational publishing editors who offer different and better approaches to teaching and learning. For more information about **UpGrade Education**, visit www.UpGradeEducation.com.