

# **TRIUMPH LEARNING**

## **Press Release**

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FOR IMMEDIATE RELEASE

### **TRIUMPH LEARNING APPOINTS BRIAN GURLEY CHIEF OPERATING OFFICER**

New York, NY, September 14, 2007 – Triumph Learning LLC, the largest K-12 standards-based educational publisher and a Haight Cross Communications company, has appointed Brian Gurley Chief Operating Officer. The appointment is effective immediately. Gurley will continue in his current role as Triumph Learning’s Chief Financial Officer.

According to Kevin McAliley, Triumph Learning President and CEO, “Brian has been key to Triumph’s rapid growth over the last six years as well as greatly strengthening Buckle Down Publishing’s performance. I am delighted Brian has taken on increased responsibilities and will contribute to the continuing the growth of our organization and our *Coach* and *Buckle Down* book and software series.”

As CFO, Gurley directs the accounting, finance, and payroll functions; and as Chief Operating Officer, he is responsible for information technology, customer service, fulfillment, facilities management, and manufacturing operations. Gurley joined Triumph Learning as Vice President, Controller in 2001 and has been Chief Financial Officer since November 2003. He is a member of Triumph Learning’s Executive Steering Committee.

Prior to joining Triumph Learning, Gurley provided outsourced CFO consulting services to technology and biotech companies. He served as the CFO of a start-up technology firm and was instrumental in its eventual sale; and he held financial management and planning positions at Donnkenny Apparel and KPMG Peat Marwick. Gurley earned an MBA from the University of Washington, and a BS in Business and BS in Communications from Washington State University. He is a Certified Public Accountant.

**About Triumph Learning:**

Triumph Learning is the market leader in standards-focused instruction for state tests. Its primary brands are *Coach*, which has been helping students succeed on state tests since 1985, and is the oldest and largest state test prep publisher; and *Buckle Down*, the rapidly growing publisher based in Iowa City. Buckle Down has been helping students master the skills assessed on state tests since 1992 and has become the third largest publisher in

this field. Triumph's corporate offices and *Coach* operations are based in New York, NY, and it has significant operations in Iowa City, Iowa; Northborough, MA; and field sales offices in 20 states.

**About Hights Cross Communications:**

Founded in 1997 and based in White Plains, NY, Hights Cross is a leading developer and publisher of products for the kindergarten through twelfth grade, or K-12, supplemental education, library, and medical education markets. Hights Cross imprints include: Sundance/Newbridge Educational Publishing (Northborough, MA), Triumph Learning (New York, NY), Buckle Down Publishing (Iowa City, IA), Options Publishing (Merrimack, NH), Recorded Books (Prince Frederick, MD), and Oakstone Publishing (Birmingham, AL). For more information, visit [www.hightscross.com](http://www.hightscross.com).

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Safe Harbor Statement: This press release contains forward-looking statements. In some cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “could,” “would,” “expect,” “plan,” “anticipate,” “believe,” “potential,” and similar expressions intended to identify forward-looking statements. These statements reflect our current views with respect to future events and are based on assumptions and subject to risks and uncertainties. These risks, uncertainties, and other factors may cause our actual results, performances, or achievements to be materially different from those expressed or implied by our forward-looking statements. Factors that may cause our actual results to differ materially from our forward-looking statements include, among others, changes in external market factors, changes in our business or growth strategy, or an inability to execute our strategy due to changes in our industry or the economy generally, the emergence of new or growing competitors and various other competitive factors. In light of these risks and uncertainties, there can be no assurance that the events and circumstances described in forward-looking statements contained in this press release will in fact occur. You should read this press release completely and with the understanding that our actual results may be materially different from what we expect. We will not update these forward-looking statements, even though our situation may change in the future. We qualify all of our forward-looking statements by these cautionary statements.