



**Attainment
Company, Inc.**

**For Release 3 pm CST
January 15, 2009**

CASE Announces Endorsement of the *Early Literacy Skills Builder* by Attainment Company

Verona, WI—January 15, 2009 The Executive Committee of the Council of Administrators of Special Education (CASE) announced today their endorsement of an Attainment Company curriculum titled *Early Literacy Skills Builder (ELSB)*. The *ELSB* is an early literacy program for students (ages 5 to 10) who have moderate-to-severe developmental disabilities, including autism. Early literacy skills provide the foundation for learning to read. The *ELSB* met or exceeded the criteria established by the CASE Publication and Product Review Committee, and therefore carries an official CASE endorsement. Among the criteria considered were the research base and the effectiveness of the curriculum. The *ELSB* has been shown effective in teaching early literacy skills to this population during a 5-year federal grant led by principal investigator Diane Browder, PhD, from the University of North Carolina at Charlotte (UNCC). A report on the first year of research was recently published in the peer reviewed Journal, *Exceptional Children (Volume 74, Number 5)*.

ELSB is the first-ever, research-based curriculum for students with moderate-to-severe developmental disabilities that addresses the essential components of effective reading instruction identified by the National Reading Panel. Authors Diane Browder, Susan Gibbs, Lynn Ahlgrim-Delzell, Angel Lee (all of UNCC), and Ginevra Courtade (University of West Virginia), wrote this multi-year program to address the needs of nonverbal and verbal students. The curriculum incorporates effective teaching procedures, such as prompting and feedback and provides multiple opportunities for students to learn essential literacy skills. The curriculum is taught in inclusionary settings or in small groups in resource rooms; the ongoing assessments and eight levels also allow students to progress at their own pace.

CASE is an international professional organization affiliated with the Council for Exceptional Children (CEC). Dr. Luann Purcell, CASE Executive Director, said, “Thank you, Attainment Company, for bringing such a fine product to the attention of special education administrators nationwide.”

The curriculum is published by Attainment Company, an independent, family-owned publishing business based in Verona, Wisconsin. Since 1979, Attainment Company has been a leader in creating products for people with disabilities. Don Bastian, founder and CEO, commented about the CASE endorsement, “I’m proud to be the publisher of such a vital curriculum and delighted that CASE found the *ELSB* worthy of its official endorsement.”

For more information (press only):

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For more information on Early Literacy Skills Builder:

www.AttainmentCompany.com