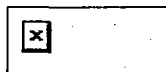


**EXHIBIT A**



About Us



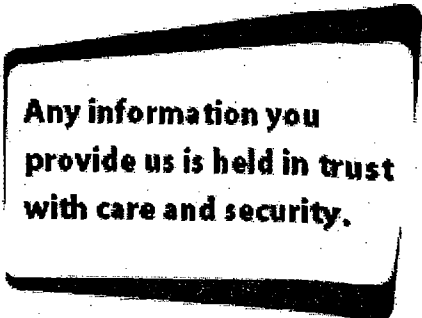
Click Here to Chat



Call our toll-free number: 1-800-532-3607

- Reading
- Better Grades
- Math
- For Teachers

# Promise of Privacy



## Our Promise of Privacy

We at Gateway Learning Corporation are committed to protecting the privacy of our visitors, and we treat any information you share with discretion, care and respect. This notice describes our privacy policy for the Hooked on Phonics Web site ("Site").

### Do we share your personally identifiable information with third parties?

We do not sell, rent or loan any personally identifiable information regarding our consumers with any third party unless we receive a customer's explicit consent. We do share information with third parties that help us run our operations or provide services to customers (e.g., credit card processing and shipping companies), but only to the extent necessary to provide these services.

### How secure is the personally identifiable information that you provide?

We protect the security of your credit card information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input. We reveal only the last four digits of your credit card number when confirming an order. We do transmit the entire credit card number to the appropriate credit card company during order processing. We have also implemented security measures to protect against the loss, misuse, and alteration of other personally identifiable user information submitted to our Site.

We gather personally identifiable information during checkout, during membership or sweepstakes registration and when visitors request our information packet or other materials.

We also receive and store certain types of information automatically through the use of "cookies" and 1-pixel gifs. Cookies are files that your Web browser places on your computer's hard drive. 1-pixel gifs are tags that reside on certain of our Web pages. We use cookies and gifs to track your experience with this Site, to keep track of items you put into your shopping cart, to tell us whether you have visited this Site previously, and to help us determine if you came from a particular link or banner advertisement. You may set your browser to reject cookies, but this may limit some functionality of the Site.

We do not use cookies or gifs to retrieve personal information about you from your computer.

### What type of personal information is gathered?

We gather the following information: name, address, phone number, e-mail address, billing information (i.e., credit card number and expiration date) and responses to specific questions (e.g., reasons for visiting our Site). We may also record the types of product information you have requested on the Site. In addition, members may have the option of adding children's names and ages to their membership record.

Like most Web sites, we may also add to the above personally identifiable information a variety of technical data, including (but not limited to) your IP address (a unique number that identifies your access account on the Internet), domain, and Web browser information. We may track the page you visited before coming to our Site, the page you link to when you leave, which of our pages you access, and how long you spend on each page.

**Why is this information gathered?**

We use personally identifiable information for shipping and billing purposes, to send brochures to visitors who request information, to enter members in sweepstakes (and to inform sweepstakes winners of their selection), to provide visitors with special offers, and to notify visitors of new product launches.

We also use the personally identifiable information to personalize your experience on the Site, to customize our reading assessment and to recommend products that are best suited to a particular child's educational needs.

We occasionally use information about what banners or links have brought you to our Site to measure advertising effectiveness and to determine payment to advertising partners.

If you would prefer not to be contacted by us, you may opt out of future communications (see "opting-out" section below).

**How is non-personally identifiable data used?**

We use non-personally identifiable data for internal business and marketing purposes, and share such data with third parties, including current or potential business partners.

**What about children's privacy?**

The Site does not sell products for purchase by children; we sell children's products for purchase by adults. Children under 13 years of age may not submit personal information without the consent of their parents. We do not provide any personally identifiable information about children under 13 years of age to any third party for any purpose whatsoever.

We may in the future offer products to be used by children online, some of which may require you to enter additional information such as a child's age, gender or reading ability in order to deliver a quality experience. A child's participation in such a program will be entirely at your discretion. Again, no personally identifiable information about children under 13 years of age will be shared with any third party for any purpose whatsoever.

**Additional information gathering and disclosure**

Please note that our business partners may also place cookies or 1-pixel gifs on our site in order to track orders and revenue generated through referral programs. The information transmitted to our business partners is not personally identifiable.

Notwithstanding anything else in this policy, we may: (a) disclose personal and aggregate information when required by a valid legal mechanism such as a search warrant, subpoena, or court order, or when we deem it necessary to protect the safety of Site users, our employees or property; and (b) disclose personal information in the context of the sale of some or all of our assets.

**How are e-mail links treated?**

We use e-mail links located on the "Contact Us" page to allow you to contact us directly with any questions or comments you may have. We read every message sent in and try to reply promptly to each one. This information is used to respond directly to your questions or comments. We may also file

your comments to improve the Site and program, or review and discard the information.

**Can I opt out of receiving communications from Gateway Learning Corporation?**

Yes. This Site gives you the following options for removing your information from our database so that you will not receive future communications:

You can send an e-mail to [webmaster@hop.com](mailto:webmaster@hop.com) with the word UNSUBSCRIBE in the subject line.

You can send mail to the following postal address:  
Gateway Learning Corporation  
665 Third St., Suite 225  
San Francisco, CA 94107  
Attn: Webmaster

**Links**

This Site may contain links to other Web sites. Gateway Learning Corporation is not responsible for the privacy practices or the content of such Web sites.

**How can I modify my personal information?**

This Site gives users the following options for changing and modifying information previously provided:

You can send e-mail to [webmaster@hop.com](mailto:webmaster@hop.com).

You can send mail to the following postal address:  
Gateway Learning Corporation  
665 Third Street, Suite 225  
San Francisco, CA 94107  
Attn: Webmaster

**Will this policy change?**

If at some future time there is a material change to our information usage practices that affect your personally identifiable information, we will notify you of the relevant changes on this Site or by e-mail. You will then be able to opt-out of this information usage by sending an e-mail to: [webmaster@hop.com](mailto:webmaster@hop.com). You should also check this privacy policy for changes.

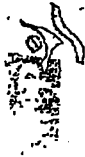
**How do I contact the Web site?**

If you have any questions about this privacy statement, the practices of this Site, or your dealings with this Site, you may contact:

Webmaster  
Gateway Learning Corporation  
665 Third Street, Suite 225  
San Francisco, CA 94107

or [webmaster@hop.com](mailto:webmaster@hop.com)

**EXHIBIT B**



Questions? We can help!

1-800-532-3607 (Dept 59)

Reading Better Grades Math For Teachers

# Promise of Privacy



Any information you provide us is held in trust with care and security.



## Our Promise of Privacy

We at Gateway Learning Corporation are committed to protecting the privacy of our visitors, and we treat any information you share with discretion, care and respect. This notice describes our privacy policy for the Hooked on Phonics Web site ("Site").

### Do we share your personally identifiable information with third parties?

From time to time, we may provide your name, address and phone number (not your e-mail address) to reputable companies whose products or services you may find of interest. If you do not want us to share this information with these companies, please write to us at: Gateway Learning Corporation, 2900 South Harbor Blvd., Suite 202, Santa Ana, CA 92704, call 1-800-544-7323 or e-mail us at [privacy@gatewaylearning.com](mailto:privacy@gatewaylearning.com) with the word do-not-share in the subject line.

### How secure is the personally identifiable information that you provide?

We protect the security of your credit card information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input. We reveal only the last four digits of your credit card number when confirming an order. We do transmit the entire credit card number to the appropriate credit card company during order processing. We have also implemented security measures to protect against the loss, misuse, and alteration of other personally identifiable user information submitted to our Site.

We gather personally identifiable information during checkout, during membership or sweepstakes registration and when visitors request our information packet or other materials.

6/20/03 PM

We also receive and store certain types of information automatically through the use of "cookies" and 1-pixel gifs. Cookies are files that your Web browser places on your computer's hard drive. 1-pixel gifs are tags that reside on certain of our Web pages. We use cookies and gifs to track your experience with this Site, to keep track of items you put into your shopping cart, to tell us whether you have visited this Site previously, and to help us determine if you came from a particular link or banner advertisement. You may set your browser to reject cookies, but this may limit some functionality of the Site.

We do not use cookies or gifs to retrieve personal information about you from your computer.

**What type of personal information is gathered?**

We gather the following information: name, address, phone number, e-mail address, billing information (i.e., credit card number and expiration date) and responses to specific questions (e.g., reasons for visiting our Site). We may also record the types of product information you have requested on the Site. In addition, members may have the option of adding children's names and ages to their membership record.

Like most Web sites, we may also add to the above personally identifiable information a variety of technical data, including (but not limited to) your IP address (a unique number that identifies your access account on the Internet), domain, and Web browser information. We may track the page you visited before coming to our Site, the page you link to when you leave, which of our pages you access, and how long you spend on each page.

**Why is this information gathered?**

We use personally identifiable information for shipping and billing purposes, to send brochures to visitors who request information, to enter members in sweepstakes (and to inform sweepstakes winners of their selection), to provide visitors with special offers, and to notify visitors of new product launches.

We also use the personally identifiable information to personalize your experience on the Site, to customize our reading assessment and to recommend products that are best suited to a particular child's educational needs.

We occasionally use information about what banners or links have brought you to our Site to measure advertising effectiveness and to determine payment to advertising partners.

If you would prefer not to be contacted by us, you may opt out of future communications (see "opting-out" section below).

**How is non-personally identifiable data used?**

We use non-personally identifiable data for internal business and marketing purposes, and share such data with third parties, including current or potential business partners.

**What about children's privacy?**

The Site does not sell products for purchase by children; we sell children's products for purchase by adults. Children under 13 years of age may not submit personal information without the consent of their parents. We do not provide any personally identifiable information about children under 13 years of age to any third party for any purpose whatsoever.

We may in the future offer products to be used by children online, some of which may require you to enter additional information such as a child's age, gender or reading ability in order to deliver a quality experience. A child's participation in such a program will be entirely at your discretion. Again, no personally identifiable information about children under 13 years of age will be shared with any third party for any purpose whatsoever.

**Additional Information gathering and disclosure**

Please note that our business partners may also place cookies or 1-pixel gifs on our site in order to track orders and revenue generated through referral programs. The information transmitted to our business partners is not personally identifiable.

Notwithstanding anything else in this policy, we may: (a) disclose personal and aggregate information when required by a valid legal mechanism such as a search warrant, subpoena, or court order, or when we deem it necessary to protect the safety of Site users, our employees or property; and (b) disclose personal information in the context of the sale of some or all of our assets.

**How are e-mail links treated?**

We use e-mail links located on the "Contact Us" page to allow you to contact us directly with any questions or comments you may have. We read every message sent in and try to reply promptly to each one. This information is used to respond directly to your questions or comments. We may also file your comments to improve the Site and program, or review and discard the information.

**Can I opt out of receiving communications from Gateway Learning**



**Corporation?**

Yes. This Site gives you the following options for removing your information from our database so that you will not receive future e-mail communications:

You can send an e-mail to [webmaster@hookedonphonics.com](mailto:webmaster@hookedonphonics.com) with the word UNSUBSCRIBE in the subject line.

You can send mail to the following postal address:

Gateway Learning Corporation  
2900 South Harbor Blvd., Suite 202  
Santa Ana, CA 92704  
Attn: Webmaster

**Links**

This Site may contain links to other Web sites. Gateway Learning Corporation is not responsible for the privacy practices or the content of such Web sites.

**How can I modify my personal information?**

This Site gives users the following options for changing and modifying information previously provided:

You can send e-mail to [webmaster@hookedonphonics.com](mailto:webmaster@hookedonphonics.com).

You can send mail to the following postal address:

Gateway Learning Corporation  
2900 South Harbor Blvd., Suite 202  
Santa Ana, CA 92704  
Attn: Webmaster

**Will this policy change?**

If at some future time there is a material change to our information usage practices that affect your personally identifiable information, we will notify you of the relevant changes on this Site or by e-mail. You will then be able to opt-out of this information usage by sending an e-mail to [webmaster@hookedonphonics.com](mailto:webmaster@hookedonphonics.com). You should also check this privacy policy for changes.

**How do I contact the Web site?**

If you have any questions about this privacy statement, the practices of this Site, or your dealings with this Site, you may contact:

Webmaster  
Gateway Learning Corporation  
2900 South Harbor Blvd., Suite 202

Santa Ana, CA 92704

OR WENMARET...

... Service Providers, of ...  
© 2001-2003 Gateway Learning Corporation. All rights reserved.

**EXHIBIT C**



HOOKED ON PHONICS™

Questions? We can help!

1-866-746-6533 (Dept. 1030)

# Promise of Privacy

About Us

View Cart

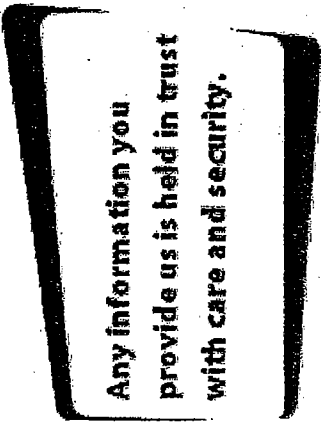
Click Here to Chat

Reading

Better Grades

Math

For Teachers



## Our Promise of Privacy

We at Gateway Learning Corporation are committed to protecting the privacy of our customers, and we treat any information you share with discretion, care and respect. This notice describes Gateway Learning Corporation's privacy policy for information we collect from individuals both online (on our website) and offline (such as by mail or telephone).

### What types of personal and non-personal information do we gather online and offline?

We gather personally identifiable information when you contact Hooked on Phonics by mail, phone, e-mail, visit our Site, or by filling out requests for information through our advertisements and promotions, and by subscribing to newsletters. We collect only personal information that you provide to us such as: name, address, phone number, e-mail address, responses to specific questions (e.g., reasons for visiting our Site, the age of a child that requires a reading program, and for orders, shipping and billing information (i.e., credit card number and expiration date). We may also record the types of product information you have requested on the Site.

### How do we use the personal and non-personal information that we gather?

We use personally identifiable information for shipping and billing purposes, to respond to consumers' requests, to provide consumers with special offers, and to notify consumers of new product launches. We also use the personally identifiable information to personalize your experience on our Site, to customize our reading assessment, to recommend products that are best suited to a particular child's educational needs, and to allow us to better understand how Hooked on Phonics may serve your needs.

Like most Web sites, we may also add to the above personally identifiable information a variety of technical data, including (but not limited to) your IP address (a unique number that identifies your access account on the

Internet), domain, and Web browser information. We may track the page you visited before coming to our Site, the page you link to when you leave, which of our pages you access, and how long you spend on each page.

**How is non-personally identifiable data used?**

We use non-personally identifiable data for internal business and marketing purposes, and share such data with third parties, including current or potential business partners. For example, we occasionally use information about what banners or links have brought you to our Site to measure online advertising effectiveness and to determine payment to our online advertising partners.

**What about cookies and gifs?**

We receive and store certain types of information automatically through the use of "cookies" and 1-pixel gifs. Cookies are files that your Web browser places on your computer's hard drive. 1-pixel gifs are tags that reside on certain pages of our Web site. We use cookies and gifs to track your experience with this website, to keep track of items you put into your shopping cart, to tell us whether you have visited this site previously, and to help us determine if you came from a particular link or banner advertisement. You may set your browser to reject cookies, but this may limit some functionality of the Site.

We do not use cookies or gifs to retrieve personal information about you from your computer.

Please note that our business partners may also place cookies or 1-pixel gifs on our site in order to track orders and revenue generated through referral programs. This information is not personally identifiable.

**Do we disclose your personally identifiable information to third parties?**

From time to time, we may provide your name, address and telephone number (not your e-mail address) to reputable companies whose products or services you may find of interest. If you do not want us to disclose this information to these companies, please write to us at: Gateway Learning Corporation, 2900 South Harbor Blvd., Suite 202, Santa Ana, CA 92704, call 1-800-544-7323 or e-mail us at do-not-rent@hop.com with your full name in the subject line. Please be sure to include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request. We will process your request promptly. Please be aware that you may receive another contact before your name removal takes effect. We regret any inconvenience this may cause.

We also provide personally-identifiable information with third parties that we

use for our own business purposes, such as to process your order or request for information, or to provide services for us.

Notwithstanding anything else in this policy, we may: (a) disclose personal and aggregate information when required by a valid legal mechanism such as a search warrant, subpoena, or court order, or when we deem it necessary to protect the safety of Site users, our employees or property; and (b) disclose personal information in the context of the sale of some or all of our assets.

#### **How secure is the credit card information I enter online?**

We protect the security of the credit card information you provide online by using Secure Sockets Layer (SSL) software, which encrypts information you input into our shopping cart during transmission to our servers and is stored in secure locations. We reveal only the last four digits of your credit card number when confirming an order placed online. Of course, we do transmit the entire credit card number to the appropriate credit card company during order processing.

#### **What about children's privacy?**

The Site is not targeted to children, and we do not knowingly collect personally-identifiable information from children under the age of 13 on this site. We do not sell products for purchase by children; we sell children's products for purchase by adults. This site is entirely aimed at adults. We may in the future offer computerized learning products to be used by children online, some of which may require you to enter additional information such as a child's age, gender or reading ability in order to deliver a quality experience.

#### **How are e-mail links treated?**

We use e-mail links located on the "Contact Us" page to allow you to contact us directly with any questions or comments you may have. We read every message sent in and try to reply promptly to each one. This information is used to respond directly to your questions or comments. We may also file your comments to improve the website and learning programs, or review and discard the information.

#### **How can I remove my information from your rental list?**

If you do not want us to disclose personal information that you provide to us to third parties for their own marketing purposes, please write to us at: Gateway Learning Corporation, 2900 South Harbor Blvd., Suite 202, Santa Ana, CA 92704, call 1-800-544-7323 or e-mail us at [Do-not-rent@HQP.com](mailto:Do-not-rent@HQP.com) with your full name in the subject line. Please be sure to include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request. We will process your request promptly. Please

be aware that you may receive another contact before your name removal takes effect. We regret any inconvenience this may cause.

**Can I opt out of receiving communications from Gateway Learning Corporation?**

Yes. We will process your request promptly. Please be aware that you may receive another contact before your name removal takes effect. We regret any inconvenience this may cause. This website gives you the following options:

If you do not wish to receive direct mail communications, send an e-mail to [Do-not-mail@HOP.com](mailto:Do-not-mail@HOP.com) with your full name in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you do not wish to receive e-mail communications, send an e-mail to [Opt-out@HOP.com](mailto:Opt-out@HOP.com) with the word UNSUBSCRIBE in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you do not wish to receive telephone communications, send an e-mail to [Do-not-call@HOP.com](mailto:Do-not-call@HOP.com) with your full name in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you do not wish to receive any communications, send an e-mail to [Do-not-contact@HOP.com](mailto:Do-not-contact@HOP.com) with your full name in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you prefer, you can send us a letter at the following address. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request:

Gateway Learning Corporation  
2900 South Harbor Blvd., Suite 202  
Santa Ana, CA 92704  
Attn: Customer Service

**Links**

This Site may contain links to other Web sites. Gateway Learning Corporation is not responsible for the privacy practices or the content of such Web sites.

**How can I modify my personal information?**

This Site gives users the following options for changing and modifying information previously provided:

You can send e-mail to [customerservice@HOP.com](mailto:customerservice@HOP.com) with CHANGE INFO REQUEST in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you prefer, you can send us a letter at the following address. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

Gateway Learning Corporation  
2900 South Harbor Blvd., Suite 202  
Santa Ana, CA 92704  
Attn: Customer Service

**Will this policy change?**

If at some future time there is a material change to our information usage practices that affect your personally identifiable information, we will notify you of the relevant changes on this Site or by e-mail. You will then be able to opt-out of this information usage by sending an e-mail to: [customerservice@HOP.com](mailto:customerservice@HOP.com). You should also check this privacy policy for changes.

**How do I contact the Web site?**

If you have any questions about this privacy statement, the practices of this Site, or your dealings with this Site, you may contact:

Customer Service  
Gateway Learning Corporation  
2900 South Harbor Blvd., Suite 202  
Santa Ana, CA 92704

or [customerservice@HOP.com](mailto:customerservice@HOP.com)

Policy updated July 17, 2003

Customer Service | Promise of Privacy | Contact | Affiliates | KinderCare® | Disclosures  
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