

FOR IMMEDIATE RELEASE

**SCHOOL MATERIALS FOR EDWARD DE BONO'S
THINKING METHODS NOW AVAILABLE IN NORTH AMERICA**

Glendale, Calif. January 24, 2008 – The Opportunity Thinker announced today the launch of a new company division, de Bono For Schools, which will sell the official de Bono school materials in North America.

Six Thinking Hats® for educators and students will be the first product line available during the second quarter of 2008 at the online store on www.deBonoForSchools.com. Student materials will consist of practical items that reinforce the tool. They will be durable, easy to carry and convenient for reference – pocket cards, bookmarks, tip sheets, key chains, and magnets, for example.

Dr. Edward de Bono is credited with creating the most widely taught thinking skills curriculum for school children in the world. India, Singapore, Hong Kong, and the UK are examples of countries where students are learning de Bono thinking tools as one way to help prepare them to be productive world citizens.

For more information contact Lynda Curtin at info@LyndaCurtin.com or go to <http://www.deBonoForSchools.com>

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