



October 13, 2004

Re: Special Offer #1

Illinois Textbook Loan Administrator,

You are aware that Illinois Textbook Loan orders must be submitted by the **December 15th deadline**. This creates an urgent need to select the best instructional materials available without the advantage of an extensive investigation. This accelerated deadline could result in you selecting an inferior program or a program that exceeds the limits of your financial resources. Houghton Mifflin can offer the best possible instructional materials and ensure you of fiscal satisfaction.

HOUGHTON MIFFLIN's reputation depends on providing high-quality textbooks and instructional materials backed by empirical and academic research. Each Houghton Mifflin product is submitted to the most stringent field testing during and after development. We are proud of the efficacy studies and even more proud of the success of students using Houghton Mifflin programs.

SPECIAL OFFER for Illinois Textbook Loan Orders

The first in a series of special offers is for Mathematics. Houghton Mifflin recognizes the difficulty of purchasing Mathematics with the Illinois Textbook Loan for primary students, grades K, 1, and 2, who require consumable materials excluded by the Textbook Loan Program. Houghton Mifflin has constructed a **SPECIAL OFFER** to mitigate the situation.

When you purchase grades K-4, based on 25 students per grade

- **1 Kindergarten Instructional Big Book**
- **Individual Manipulative Kit for each K-2 student**
- **1 set of laminated work mats per classroom, K-2**
- **1 set of Read Aloud Anthology Big Books, K-2**
- **Grade 3 and 4 student textbooks**

You will receive **FREE** of charge:

- **K-2 student textbooks**
- **Teachers Editions for grades K-4**
- **Teachers Resource Package for grades K-4**

This offer is good only for orders submitted to your Illinois Textbook Loan Office no later than December 31st.

Sincerely yours,

Kenneth E. Walton
District Sales Manager, Illinois

P.S. If you need additional Houghton Mifflin catalogs with the Illinois Textbook Loan funded items listed, please call the Illinois Hot Line — 877-806-8020 Press #3.