

01/09

**CLASSIFICATION BULLETIN**

**TO: CUSTOMS STAFF/CUSTOMS BROKERS/ IMPORTERS**  
**FROM: COMPTROLLER OF CUSTOMS**  
**SUBJECT: CLASSIFICATION OF "EARLY LANGUAGE DEVELOPMENT SYSTEM"**  
**DATE: 17<sup>th</sup> SEPTEMBER 2009**

The attached document is circulated for your information.

Kindly note that this material is classified under tariff number **4911.999** and only 6% Customs Service Charge is applicable.

Comptroller of Customs

## How It Works

A baby's brain thrives on stimulation and develops at a phenomenal pace...nearly 90% during the first five years of life! The best and easiest time to learn a language is during the infant and toddler years, when the brain is creating thousands of synapses every second – allowing a child to learn both the written word and spoken word simultaneously, and with much more ease.

Dr. Titzer says the current practice of starting to teach reading skills in school is too late and children benefit greatly from getting a much earlier start since a child basically has only one natural window for learning language -- from about birth to about age four. During this period it is easier for a child to learn any type of language including spoken, receptive, foreign and written language. The earlier the child is taught to read the better they will read and the more likely they will enjoy it.

Studies prove that the earlier a child learns to read, the better they perform in school and later in life. Early readers have more self-esteem and are more likely to stay in school. Meanwhile, a national panel of reading specialists and educators determined that most of the nation's reading problems could be eliminated if children began reading earlier.

### Reading Grade Level Progression



Key: YBCR System readers\* ..... Standard age readers\*\* .....  
Late age readers\*\* .....

\* Based on information from children who were tested after learning to read using *Your Baby Can Read!*

\*\* Cited from scientific studies.

Maybe the correct question is...Why should parent delay teaching a child to read when the most natural time to learn language is during the infant and toddler years?

Seize this small window of opportunity to enhance your child's learning ability and order the Your Baby Can Read Early Language Development System today!



**5** DVD Set with Sliding Word Cards Word

**50** Game Cards

**82** Double Sided Word Cards



The "How To" Parent's Guide

**5** Lift-A-Flap Books



**FREE**  
Window Book

**FREE**  
Workshop DVD

**FREE**  
Music CD

