



For: Touchstone Applied Science Associates Inc.
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Brewster, NY 10509-0382

NEWS RELEASE

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FOR IMMEDIATE RELEASE

TASA TO HOST FISCAL YEAR-END CONFERENCE CALL JANUARY 27 AT 11 A.M. EST

BREWSTER, N.Y., January 24, 2005—Touchstone Applied Science Associates, Inc. (OTCBB: TASA) today announced that company management will host a conference call for investors Thursday, January 27, at 11 a.m. EST to discuss results for the fourth quarter and year ended October 31, 2004. A news release detailing the results is scheduled to be issued before the opening of the stock market that day.

Audio

Dial in number: (201) 689-8359

Note: Participants should dial in a few minutes prior to start time.

Webcast

Website link: <http://www.viavid.net/detailpage.aspx?sid=000021E2>

Live then archived for three months

Replay

Dial in number: (201) 612-7415

Account: 3055

Conference ID: 135627

Available through: February 10, 2005

TASA, based in Brewster, N.Y., designs, develops, calibrates, publishes, markets and sells educational assessment tests primarily to elementary and secondary schools throughout the United States. TASA also provides scanning, scoring, and reporting services for all of its tests to states, schools and districts as well as to third parties. Through its custom assessment unit, the company provides consulting services, including test design and development, and psychometric services to states, school districts and textbook publishers. Visit the company's website at: <http://www.tasa.com>.

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