

B R A I N C H I L D

Buy 10-pack Study Buddies, Receive Brainchild *Achiever!* FREE for Entire School

NAPLES, Florida — March 2, 2010 — Schools looking for help in preparing for state assessments now can receive FREE access to Brainchild (www.brainchild.com) *Achiever!* online assessment and instruction program for the entire school by purchasing one 10-pack of Brainchild's Study Buddy hand-held tutors before March 31, 2010.

Achiever! assesses standards-based performance and then delivers targeted learning tutorials that help students improve their performance on state assessments. *Achiever!* is often used in conjunction with Study Buddies and print-based tutorials in the [Brainchild Academy Concept](#), which is a multimodal method of combining print and digital resources with face-to-face instruction. Students work through three stations: 1) *Achiever!* for diagnosis and assessment, 2) Study Buddy for instruction and 3) *Achiever!* worksheets or other supplemental print materials for reinforcing instruction.



"Brainchild instructional tools make data-driven instruction easy because they are built on each state's standards and they are proven successful," said Jeff Cameron, Brainchild president. "When teachers see how easy it is to use *Achiever!* and how powerful the system is, *Achiever!* becomes an indispensable teaching tool for their classroom."

Whether used in the classroom, after school or at home, when students have mastered the standards in their personal *Achiever!* learning plans, they see high achievement on their state's high

stakes assessments. *Achiever!* also includes Spanish support so that students can read *Achiever!* test questions and answers in Spanish and go through tutorials—including all the on-screen animations, illustrations, text and audio narrations—in either language.

Free access to *Achiever!* is given to the school through July 31, 2010 with the purchase of at

least one ten-pack of Study Buddies.

“This offer is for the remainder of 2009-10 school year and the summer months because *Achiever!* has been proven to help struggling students improve their performance and pass state exams, which is a focus of many summer school programs,” said Cameron.”

The screenshot shows the 'FCAT Achiever!' interface. At the top, there is a purple header with 'FCAT Achiever!' on the left and 'Logout' on the right. Below the header, it says 'Welcome Florida Demo' and 'Question ID: 12690'. There are two buttons for language selection: 'English' and 'Español'. The main content area contains a question: 'Mrs. Morris' class made a vocabulary quilt. The shaded portion shows 0.85 of quilt pieces finished. Which fraction best represents the number of quilt pieces the class has completed so far?'. To the right of the text is a 10x10 grid of squares, with 85 squares shaded yellow. Below the grid are two buttons: 'Next' and 'Previous'. On the left, there are four multiple-choice options: A. $\frac{85}{100}$, B. $\frac{90}{100}$, C. $\frac{15}{100}$, and D. $\frac{80}{95}$. At the bottom of the interface, it says 'Question 3 of 5' and 'Back to Learning Plan'.

About Brainchild

Brainchild, Corp. is a Florida-based company that provides standards-based online assessment, instruction and reporting tools that help students reach and exceed learning objectives. In addition to its Achiever! series built individually for each state, Brainchild manufactures the Study Buddy, the first handheld tutor that was created exclusively for K-12 public schools and is being used by over 1 million students per day. Call, click or email: 800-811-2724, www.brainchild.com or questions@brainchild.com.

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