

# B R A I N C H I L D

## Better Scores with Brainchild's Study Buddy System Leads to Rapid Growth in Texas, Florida and Southern States

SAN ANTONIO, Texas (PRWEB) — June 17, 2009 — Brainchild ([www.brainchild.com](http://www.brainchild.com)) reported today that May 2009 sales for its education products including Study Buddy and its related assessment resources topped \$1 million. Most of those sales came from current users who have seen measurable improvement in student test scores and are meeting AYP (Adequate Yearly Progress).

School districts like Donna Independent School District in south Texas have purchased additional units so that more students can use the devices. "Study Buddies appeal to students in the same way that games do but without the entrapments of some learning games," said George Dale, director of technology for Donna ISD. "We find that Study Buddies are very appealing for students and they stay on task, which is critical. It made sense for our district to invest our funds in something that we know is working for our students."

The Study Buddy is a hand-held learning device that provides multimedia, self-paced instruction. Study Buddies work like personal tutors, delivering standards-aligned lessons in math, reading, science and language arts and then assessing student knowledge in these areas. There is an



accompanying online assessment system, *Achiever!*, to keep track of student data that can be used as a stand-alone product or alongside the Study Buddies. The full system works on an "Academy Concept" where students rotate between the hand-held device, online instruction and a tutor table.

"The Study Buddy is a fun, yet highly effective way for teachers to individualize instruction," said Jeff Cameron, president of Brainchild. "Our system is proving itself effective in school districts around the country and I think this is why our growth has not leveled off even in this tough economy."

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School districts that have tracked student success with Brainchild's online assessment system report that there is a clear link between usage and student achievement on state assessments. For example, Donna ISD credited the Brainchild *Achiever!* online resource for helping to raise TAKS (Texas Assessment of Knowledge and Skills) scores of students in its district. Additional case studies and data are available at [www.brainchild.com](http://www.brainchild.com).

Most districts report that they are using existing Title 1, IDEA, and Migrant funds to purchase their Study Buddies and the accompanying online system. The long-life Study Buddy generally can qualify as a non-recurring expense and thus is well suited to being purchased with funds under the ARRA (American Recovery and Reinvestment Act of 2009). Because lessons are available in Spanish and English, they are well suited to Title 1 programs. While the company has customers in all 50 states, the majority of those sales are for school districts in Texas, Louisiana, Alabama, Mississippi, Georgia, and Florida.

### **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. Brainchild manufactures the Study Buddy, the first handheld tutor that was created exclusively for the K-12 public school market and is being used by over 1 million students per day. Call, click or email: 800-811-2724, [www.brainchild.com](http://www.brainchild.com) or [questions@brainchild.com](mailto:questions@brainchild.com).*

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