

B R A I N C H I L D

Brainchild's Study Buddy Earns Five-Star Review from *Multimedia & Internet @ Schools Magazine*

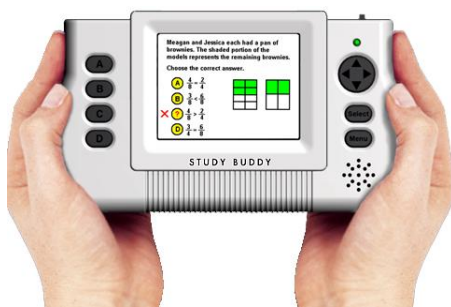


NAPLES, Flor. — September 16, 2009 — The Study Buddy personalized learning device from Brainchild (www.brainchild.com) earned a five-star review from a noted education magazine this week.

Multimedia & Internet @ Schools magazine gave the handheld Study Buddy its highest rating and applauded the Study Buddy's ease of use and ability to fit varied school settings including in-class lessons, individual tutoring, group learning and some ESL situations.

Multimedia & Internet @ Schools (www.mmischools.com) has a long history of publishing teacher reviews of education technology resources. Products are graded for their features, content, ease of use, product support and installation and those earning an "A" in each category earn five stars.

"There are thousands of teachers around the country who rely on the Study Buddy because it is easy to use and helps children learn, even in difficult situations where they might not be grasping the core content delivered in class," said Jeff Cameron, founder and president of Brainchild. "It is a nice validation of the Study Buddy's effectiveness to receive the highest possible rating from Multimedia & Internet @ Schools magazine."



The Study Buddy hand-held is a self-paced, differentiated instruction and cooperative learning device for mathematics, language arts and science in grades K-8. The content is supplied by a small cartridge which holds up to 25 lessons and 1,000 activities and a 10-question quiz for each topic area. All content is aligned to individual state standards. Versions are available in English, Spanish and Haitian/Creole.

Brainchild is at the forefront of data-driven instruction for mathematics, language arts and science. Brainchild products include the Study Buddy, *Achiever!* — an online assessment and learning program used for differentiated instruction and Response to Intervention (RTI)—and Brainchild's print-based work sheets for one-on-one instruction.

Brainchild products qualify for purchase through existing Title 1, IDEA, and Migrant funds.

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 Achiever!, 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 or questions@brainchild.com.

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