

Florida's Best Teachers Receive TUNEin™ to READING *Award-winning Program Uses Music to Boost Reading Performance*

TAMPA, Florida – November 1, 2010 — Last weekend, Florida's 100 best teachers received special recognition from the Foundation for Excellence in Education, an organization founded by former Florida Governor, Jeb Bush. All of the exemplary teachers received TUNEin™ to READING (www.elpcorp.com)— a reading intervention program that uses music to help struggling students.



Students using TUNEin™ to READING improve in fluency, comprehension and vocabulary by singing songs.

TUNEin to READING —an award-winning, patented program developed by Electronic Learning Products of Tampa—is the only learning program that boosts reading skills through an enjoyable singing experience. The program is proven successful in helping struggling readers improve their FCAT scores. Three

consecutive years of research at the University of South Florida's College of Education found that struggling readers who used TUNEin to READING significantly outperformed comparison groups of students, who did not use the program, by 32 to 117 percent (read details of the study [here](#)). Educators also reported that students enjoyed the program more than traditional intervention programs.

“Giving TUNEin to READING to this select group of teachers is like putting golf clubs made with state-of-the-art technology into the hands of the best professional golfers,” said Carlo Franzblau, founder & CEO of Electronic Learning Products. “These teachers are experts in their field and we have placed a cutting-edge learning resource into their hands.”

The Excellence in Teaching award, directed and organized by the Foundation for Excellence in Education, honors Florida's greatest reading and math teachers with a cash award and prizes. As many as 100 teachers—whose students made significant progress in reading and math based on the results of Florida's standardized assessment—are recognized annually at the Celebration of Teaching conference. This year's event took place on October 30 at The Peabody in Orlando (www.ExcelinEd.org/secrets).

Each teacher winning this year's award received 12-month trial packages for ten users, which is enough for more than 750 struggling readers to increase their reading skills by as much as one to two grade levels, and in some cases, all the way up to their current grade level.

TUNEin to READING is a web-based program that is easily accessed online. Teachers and their students can be up and running on the program in less time than a normal class period.



About TUNEin to READING

TUNEin™ to READING, developed by Electronic Learning Products, Inc. of Tampa, Florida, is an award-winning, patented reading intervention that uses an engaging reading, singing and learning experience to drive gains in fluency, vocabulary and comprehension. Struggling readers in 40 states have gained one to two years in reading level after using TUNEin to READING for as little as nine weeks. Learn more at www.ELPcorp.com or call 888-357-8863.

ELP Video Room: www.elpcorp.com/video-room.htm

###

Media Contact:

Jennifer Harrison, for ELP: 916.716.0636 or jennifer@jharrisonpr.com