



**Struggling Readers Sing Their Way to Reading Success with
TUNEin™ to READING Version 5.0**
Patented Method Engages Both Sides of the Brain and Leads to Reading Gains

TAMPA, Florida – December 8, 2010—In classrooms around the country, students are singing through their reading lessons with TUNEin™ to READING and they are *loving* it. Electronic Learning Products (www.elpcorp.com), the publishers of TUNEin™ to READING, today launched version 5.0 of their award-winning reading intervention program that uses music to help struggling readers in grades 3-12. Students who have been frustrated with reading are now learning to love reading because of TUNEin to READING.

“Teachers actually tell us that their students sneak into the computer lab to use TUNEin to READING!” said Carlo Franzblau, founder & CEO of Electronic Learning Products. “We don’t condone students being where they shouldn’t be but it is refreshing to know that students enjoy this program so much that they want to read more. When it comes to helping struggling readers, TUNEin to READING makes it all click for students.”

The Version 5.0 release marks a significant milestone for TUNEin to READING, which *The Wall Street Journal* named one of the best new technologies in the [2007 Technology Innovation Awards](#). Version 5.0 adds features that move the program from a fun, unique and effective intervention tool to a must-have resource for reading remediation. There are new songs, explicit vocabulary instruction and an expanded library of high-frequency vocabulary words. Multimedia definitions are embedded within the lyrics so students click once to see and hear words defined in creative and engaging ways. Teachers now have real-time progress monitoring and new reports to simplify student progress tracking and data sharing.

TUNEin to READING has delivered remarkable results in improving reading performance. Six years of independent, “gold-standard” university-based research validates that students gain one, two and sometimes three grade levels in reading proficiency in a short time period. Dr. Susan Homan, professor of literacy at the University of South Florida, will release a research report in January 2011 that examines a sixth year of longitudinal data for student performance on the FCAT (Florida Comprehensive Assessment Test). Read details of previous studies [here](#).

The TUNEin to READING experience is like no other in education today. The program uses a patented learning technology where both sides of the brain are engaged through music. Students listen, learn and sing songs that are specially crafted with contemporary themes and high-frequency vocabulary words. When students use both sides of the brain simultaneously—music on the right and reading on the left—they more readily absorb the new information and retain what they have learned. Children and teens expand their vocabulary, build their fluency and ultimately improve reading comprehension while singing their hearts out.



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

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