

B R A I N C H I L D

Brainchild Earns Approval as Education Technology Vendor for Texas School Districts

WICHITA FALLS, Texas — April 8, 2010 — Brainchild's TAKS *Achiever!* online assessment program and Study Buddy handheld tutors have been approved by the TEA Multi-regional Purchasing Cooperative Awards Committee for schools in Texas regions 9, 11, 14 and 15. The Cooperative represents 1481 schools in 205 districts in the north and central regions of Texas. Some of the cities in the four regions include Fort Worth, Abilene, San Angelo, Wichita Falls and Albany.

Purchases of Study Buddies are categorized as a non-recurring expenditure. *TAKS Achiever!* is a subscription-based product that costs \$3.00/student/subject/year. Both products include content in Language Arts, math and science for grades K-12. Together, the Brainchild products provide a data-driven, test-prep and remediation program that addresses multiple learning styles and engages students in dynamic content.

Brainchild products are used in many settings but are particularly well-suited for RTI (Response to Intervention) and individualized instruction or for helping Spanish-speaking students. All Brainchild content is built directly from each state's standards—such as Texas' standards, the TEKS (Texas Essential Knowledge and Skills). Study Buddy cartridges are available in English, Spanish and Haitian Creole. *TAKS Achiever!* provides complete Spanish support for the test questions, tutorials and answers including all the on-screen animations, illustrations, text and audio narrations.

School districts are eligible to purchase Brainchild products under the Multi-regional Technology Bid #2010-03 between August 1, 2010 and August 31, 2011. Schools must place orders through their district to be eligible.

More information and free trials are available at www.brainchild.com/tx.

More information about the Texas Education Agency Regional Education Service Centers is available at ritter.tea.state.tx.us/ESC/.

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 or click for more information: 800-811-2724 or www.brainchild.com.

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Media Contact

Jennifer Harrison, for Brainchild: 916.716.0636 or jennifer@JHarrisonPR.com