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**CEO of Arizona-based MindPlay Educational Software Company
Named Finalist in Stevie Awards for Women in Business**

Judith Bliss dedicates life to helping all struggling students learn to read

Tucson, Ariz. November 23, 2009 – Judith Bliss, CEO of Tucson, Arizona-based MindPlay, was recently named a finalist in the 6th Annual Stevie Awards. The Awards organizers reported that more than 1,117 business women from across the world entered submissions in the hopes of being named as one of the top business women in industry.

The Stevie Awards were created to honor and generate public recognition of the achievements and positive contributions of organizations and business people worldwide. Beginning with The American Business Awards in 2002, The International Business Awards in 2003, The Stevie Awards for Women in Business in 2004, and the Stevie Awards for Sales & Customer Service in 2006, the mission of the awards program is to raise the profile of exemplary organizations and individuals among the press, the business community, and the general public.

Business women were judged in 54 categories and finalists were determined by the average scores decided by preliminary judges worldwide. Only entries with an average score of at least 7.0 out of a possible 10 are automatically designated a finalist and are eligible to be considered in final judging. A counsel of judges and advisors, all of whom are leaders in the business community, determine the average score in the preliminary stages.

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“As a person who struggled to read when I was young, it is my goal, and the reason I founded MindPlay, to help every student who is struggling learn to read,” said Bliss. “Comprehending words on a page is the one skill most important to all subjects, yet the most illusive for so many. Adult illiteracy is at an all time high and the only way to change this is to teach the skills necessary to learn to read.”

Bliss was chosen as a finalist in the Service Businesses category. This category evaluates companies with up to 100 Employees that focus on consumer products, IT, & material goods. Judging is based on women-owned business accomplishments within the field during the one-year eligibility period.

About MindPlay

MindPlay has been improving basic reading and academic skills of children and adults for more than 25 years. Our research-based solutions are used in schools, educational institutions, correctional facilities and homes worldwide. The products currently available include My Reading Coach™, RAPS™ 360 (Reading Analysis and Prescription System) and FLRT™ a fluent reading trainer. For more information visit us on the web at www.mindplay.com.

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