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MINDPLAY COMPANY BACKGROUND

"Necessity is the mother of invention." These poignant words penned by Plato best describe the reason Judith Bliss abandoned an executive career with a Fortune 500 company and founded an educational software development company in 1981.

Bliss' goal was to help her son, David, who had been diagnosed with learning disabilities. "I was challenged with reading disabilities myself, and clearly understood the developmental and emotional consequences that come with this handicap and its stigma," said Bliss. "I wanted to find a viable solution to the continual challenges my son faced to succeed, not only in school, but in life."

When Bliss' son graduated, she understood that her mission was just beginning. With the launch of Bliss' first self-published line of educational software titles in 1986, she began doing business as MindPlay under the parent company name of Methods and Solutions, Inc. She believed the most effective instruction comes from experienced, innovative teachers. Bliss then set out to create instructional products that combined effective research-based teaching practices and computer technology to help even more students succeed.

This search led her to Jim Larrabee, a reading teacher, speech pathologist and special education teacher with an unparalleled record of successfully teaching non-readers and those struggling to read for over 30 years. The result of their collaboration was *My Reading Coach*™, a software program that combines successful reading methods with state-of-the-art Embedded Teacher Intelligence™ technology.

Since the first pilot of *My Reading Coach* was introduced in 1998, Bliss has compiled research results on the program. Students ages 6 to adult, including those labeled ADHD, learning disabled, dyslexic or simply "unable to learn", have broken

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through their perceived limitations and learned essential reading skills. Bliss, still firm in her convictions that everyone has the ability and the right to read, continues to achieve dramatic results for lifelong learners with a suite of products including *My Reading Coach*™ for English and Spanish-speaking students, *FLRT*™ (Fluent Reading Trainer) and *RAPS*™ (Reading Analysis & Prescription System).

MindPlay's mission is to develop, publish and distribute cost-effective learning tools that support individual growth and skill development with clear objectives, inviting graphics and modern technological innovations.

The MindPlay educational software titles appeal to multiple learning styles, identify individual student needs and then differentiate instruction accordingly with customized lesson plans. As such, the interest level in learning remains high because students receive only the lessons required to fill the missing gaps in their overall skills.

MindPlay is headquartered in Tucson, Ariz. Over 100 authorized dealers distribute MindPlay products in the United States, Canada, the United Kingdom and Ireland. Single use versions of MindPlay products for parents and home school use are available on www.mindplay.com.

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