



FOR IMMEDIATE RELEASE

Contact: Dr. Barbara Freeman, President & COO

HELP Math Program Wins National Award for Excellence in Education

Digital Direction's innovative product was recognized in the Special Needs category

Carbondale, Colorado - 11/18/2011 - Digital Directions International Inc., a leading Digital Education Company, announced today that its *HELP Math Program* has been honored with an EdTech Digest "Cool Tool Award" for "outstanding contributions in transforming education through technology to enrich the lives of learners everywhere."

EdTech Digest, a publication featuring leaders in and around education dedicated to making a difference for future generations through the innovative use of technology, announced the winners of its 2011 awards. "In a crowded field of entries, it's exciting to acknowledge those companies and products making the biggest difference," says Victor Rivero, Editor-in-Chief of EdTech Digest.

HELP Math won in the "Special Needs" category as the innovative educational technology solution that best addresses the needs of English language learners. *HELP Math* embeds specific research-based instructional strategies, including sheltered instruction, and targeted accommodations into a comprehensive, standards-aligned digital curriculum.

HELP Math is ideal for inclusive classrooms because it is able to differentiate instruction and create individualized learning pathways based on the specific prerequisite knowledge and skills and academic vocabulary that students need to reach grade-level proficiency in math. The intervention enables teachers to effortlessly target and fill the specific learning gaps of their students and is used at all tiers of the Response to Intervention (RtI) model. Third-party experimental research has demonstrated effectiveness of *HELP Math* in improving the math achievement and confidence of ELLs and other students with math difficulties.

"DDI is honored to be recognized by such a respected publication as EdTech Digest," says John Ramo CEO/Founder. "Winning the award is a validation of our continued efforts to deliver the best possible solution to struggling students everywhere," says Dr. Barbara Freeman, the *HELP Math Program* creator.

About the *HELP Math Program*

HELP (*Help for English Language Proficiency*) **MATH** is a web-based math intervention designed to address the needs of both English Language and other struggling learners to reach proficiency. Developed according to Sheltered Instruction principles, **HELP Math** is proven effective for students in grades 3-8 who need to develop the academic language and concepts in the math content area. **HELP Math** is the only multimedia, internet-delivered math program that embeds research-based principles found to be successful for ELL and special needs content area achievement. Visit www.helpprogram.net to learn more.

About DDI

Digital Directions International, Inc. is a socially-responsible, educational technology pioneer and publisher of digital educational content focused on developing and co-distributing online supplemental and educational intervention software products in mathematics. DDI is a thought-leader in developing solutions that address the unique requirements ELL and special needs students have in learning math and has been awarded several Federal Grants to continue their cutting edge research.

About EdTech Digest

EdTech Digest celebrates all the latest technologies moving education forward, delving deeper into the stories of the people behind the technology to discover what truly drives them to conceptualize, create, develop and deploy their ideas to the masses. Featuring movers and shakers in and around education who are dedicated to making a difference for our future generations, editorial focus is on the topical and current to thought-leader broad views. The EdTech Digest Awards Program recognizes the best and brightest people and transformative technology products and services in education.

HELP Math Program is distributed in the U.S. by Academic Business Advisors. Please contact Alan Stern at ABA for more information; alan.stern@academicbiz.com, 516-429-1877.

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