



## NEWS RELEASE

For Immediate Release

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## *HELP Math for ELL and Special Needs Wins Back-to-Back CODiE Awards*

### ***HELP Math* CODiE for Best Instructional Solution for Special Needs Students**

**Carbondale, Colorado - June 1, 2010** – Digital Directions International (DDI) is proud to announce that their innovative ***HELP Math for ELL and Special Needs Program*** has won the CODiE for Best Instructional Solution for Special Needs Students for a second consecutive year. This award was presented to DDI at the *Software and Information Industry (SIIA) 25<sup>th</sup> Annual Gala* in San Francisco on May 24<sup>th</sup>. ***HELP Math*** was initially designed for English Language Learners (ELLs), but has since been proven to effectively help and engage Students with Special Needs.

“To win the Best Instructional Solution for Special Needs Students CODiE for a second consecutive year is especially gratifying. We continue to refine and expand ***HELP Math*** based on the latest cutting edge research in the area of math instruction in inclusive classrooms. We recently added a diagnostic-prescriptive tool to provide a seamless link between assessments and interventions. This honor recognizes both our thought-leadership in special needs instruction and our strong commitment to improving the success of all students in math,” said Barbara Freeman, President of DDI and creator of the ***HELP Math Program***. “All of us at DDI are extremely honored to have won this prestigious award.”

***HELP Math for ELL and Special Needs*** is ideal for inclusive classrooms because it is able to differentiate instruction and create individualized learning pathways based on the specific background knowledge and academic vocabulary that students need to reach grade-level proficiency in math. Teachers are able to effortlessly target and fill the specific learning gaps of their students. Research has been conducted proving the effectiveness of ***HELP Math*** in developing ELL and other struggling learners’ understanding and proficiency with academic content. A video showing ***HELP Math*** being used in a classroom can be viewed through this link: [HELP Math Video](#).

This year, more than 785 CODiE nominations were submitted by 374 companies. A panel of expert judges narrowed the field to 188 finalists, from which the 2010 CODiE winners were chosen. The SIIA CODiE Awards hold the distinction of being the industry’s only peer-reviewed program which provides member companies with the unique opportunity to earn praise from their competitors.

“The CODiE Awards represent excellence in the business software, digital content, and education technology industries. By recognizing the best new technology products and services, SIIA proudly advances the important role participating companies play in the digital economy,” noted SIIA President Ken Wasch. “CODiE Award winners are a testament to the power of technology in delivering innovative solutions to businesses and consumers. SIIA warmly congratulates all the winners and nominees of the CODiE Awards, whose innovation is essential for continuing America’s leadership in the global knowledge economy.”

### **About the *HELP Math Program***

**HELP** (*Help for English Language Proficiency*) **MATH for ELL and Special Needs** 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 <http://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 SIIA and the CODiE Awards**

The CODiE Awards, the longest-running awards program in the software and information industry, acknowledge the industry’s most innovative products and services through a combination of journalist and peer review. For 25 years, SIIA CODiE Awards have remained the leading honor for the software and information industry’s finest products and services. The CODiE Awards judges work to identify the “best-of-the-best” from literally hundreds of nominees.

The Software & Information Industry Association is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 750 leading software and information companies.

**HELP Math for ELL and Special Needs** is distributed in the U.S. by Academic Business Advisors. Please contact Alan Stern at ABA for more information; [alan.stern@academicbiz.com](mailto:alan.stern@academicbiz.com), 516-429-1877.

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