



NEWS RELEASE

For Immediate Release

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DDI's *HELP Math Program* Chosen as a CODiE Finalist in Two Categories **Best Instructional Solution for Special Needs Students** **Best Mathematics Instructional Solution**

Carbondale, Colorado - March 4, 2009 – Digital Directions International (DDI) is pleased to announce that their *HELP Math Program* was chosen as a CODiE finalist by the *Software and Information Industry* (SIIA) in both the Math and Special Needs categories. *HELP Math* was initially designed for English Language Learners (ELLs), but has since been proven to effectively help all special needs students. The nomination of *HELP Math* for Best Instructional Solution for Special Needs Students recognizes this effectiveness. *HELP Math* was also chosen as a finalist in the Best Mathematics Instructional Solution.

“To be nominated for two CODiEs on our first submission is a very prestigious occurrence. The CODiE finalists are selected by expert peer reviewers and journalists. These reviewers recognized the positive results that can be achieved using the *HELP Program* to teach English language learners math,” said John Ramo, CEO at DDI. “And we are especially excited that *HELP Math* was recognized in the Special Needs Category. We have seen a real need from districts for help in teaching math to these learners, especially with the new higher stakes math tests required by many states.”

The *HELP Math Program* was developed using principles of Sheltered Instruction. Research has been conducted proving the effectiveness of *HELP* in developing ELL and other struggling learners’ proficiency with academic content. Delivered entirely via the web, *HELP* was shown to significantly increase students’ test scores in independent, randomized studies

According to SIIA President Ken Wasch, “The competition is particularly steep this year during the 24th Annual SIIA CODiE Awards, making selection as a CODiE Finalist a real achievement.” Wasch further added that “All the companies on this year’s list of CODiE Finalists should feel justifiably proud of their accomplishment in making it to this stage, and have much excitement to look forward to regarding the upcoming CODiE Awards voting!”

About DDI

Digital Directions International, Inc. is a socially-responsible, educational technology pioneer and publisher of digital educational content. DDI is focused on developing and co-distributing

online supplemental and educational intervention software products in mathematics and science, especially for English Language Learners (ELL), Latino, and other students in need.

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 English Language and other struggling learners to reach proficiency. Developed according to Sheltered Instruction principles, **HELP** is effective for students in grades 3-8 who need to develop the academic language and concepts in the math content area. **HELP** is the only multimedia, internet delivered math program that embeds research-based principles found to be successful for ELL content area achievement. Visit www.helpprogram.net to learn more.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit www.siaa.net.

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