



help program

Teaching Math to English Language Learners

NEWS RELEASE

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DDI's *HELP Math Program* Wins CODiE Award for Best Instructional Solution For Special Needs Students

Carbondale, Colorado - May 12, 2009 – Digital Directions International (DDI) *HELP Math Program* has won the CODiE for Best Instructional Solution for Special Needs Students at the *Software and Information Industry* (SIIA) 24th Annual Gala in San Francisco on May 5th. *HELP Math* was initially designed for English Language Learners (ELLs), but has since been proven to effectively help and engage Students with Special Needs. *HELP* was also chosen as a CODiE Finalist as the Best Instructional Math Solution. This award is the second SIIA honor in less than a year for the *HELP Math Program*. In December *HELP* was also honored to be one of 12 participants in SIIA's Innovation Incubator Showcase.

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' understanding and proficiency with academic content. Delivered entirely via the web, *HELP* was shown to significantly increase students' test scores in independent, randomized studies.

"To win a Software and Information Industry CODiE is very rewarding and to win for Best Instructional Solution for Special Needs Students is especially gratifying. Not only does *HELP* effectively engage and teach English language learners math but it is equally effective and able to make a difference for students with special needs," said John Ramo, CEO at DDI and former special education teacher in Washington D.C. "All of us at DDI are extremely honored to have won this prestigious award."

This year, more than 850 CODiE nominations were submitted by 600 companies. A panel of expert judges narrowed the field to 345 finalists, from which the 2009 CODiE winners were chosen. The SIIA CODiE Awards is the only peer-reviewed program in the software and content industry.

"Now, more than ever, information technology is playing a vital role in fostering American innovation and providing a powerful economic engine," said SIIA President Ken Wasch. "We should not only congratulate these winners, but we should keep a close eye on them. These are the products and businesses that will help ensure our country maintains its leadership in the global information economy."

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 <http://helpprogram.net> to learn more.

About SIIA and the CODiE Awards

Established in 1986, the CODiE Awards is the longest-running awards program in the software and information industry. For 24 years, SIIA CODiE Awards have remained the leading honor for the software and information industry's finest products and services. The program acknowledges the industry's most innovative products and services through a combination of journalist and peer review. 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 is distributed to schools through **Academic Business Advisors**, www.academicbiz.com.