



**help program**

Teaching Math to English Language Learners

## NEWS RELEASE

For Immediate Release

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### *HELP Math for ELL and Special Needs Recognized as a CODiE Award Finalist*

**Carbondale, Colorado – March 10, 2010** – Digital Directions International (DDI) is pleased to announce that their **HELP Math for ELL and Special Needs** program has been selected as a finalist for the prestigious CODiE Award in the Best Instructional Solution for Special Needs Students category. The 25th Annual CODiE awards, sponsored by the Software & Information Industry Association (SIIA), celebrate outstanding achievement and vision in the software industry. This is the second consecutive year that DDI's **HELP Math** has been selected as a CODiE finalist in this category, which it won last year. **HELP Math** was also honored for the third consecutive year by the U.S. Department of Education, receiving the highest rating for a technology program.

"I am very pleased to receive this honor from SIIA. We have continued to refine and expand **HELP Math** based on classroom needs, which is why I believe we were once again selected as a CODiE finalist," said John Ramo, CEO at DDI and former special education teacher in Washington D.C. "This year we have added a diagnostic-prescriptive tool to **HELP Math** that provides a seamless link between assessments and interventions to help teachers better differentiate instruction for their English language learners and students with learning disabilities."

**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.

One hundred eighty-eight products from 136 companies were selected as finalists from more than 785 nominations submitted by 374 companies. Nominated products underwent an intensive review by subject matter experts, analysts, journalists, and others with deep experience in the field. All finalists may now be reviewed on the CODiE Awards Website at [www.sii.net/CODiEs](http://www.sii.net/CODiEs).

"This is the twenty-fifth year we have recognized excellence in the software, education and information industries through the CODiE Awards program," noted Ken Wasch, President of SIIA. "In this economic climate, companies are doing even more to innovate. Digital Directions International has demonstrated a commitment to innovation and quality with their **HELP Math**

**for ELL and Special Needs** program that is reflected in their selection as a finalist for the CODiE Awards. I am pleased and proud to have them listed among the candidates, and I wish them the best in the final round of voting.”

### **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 Math** is 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 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. DDI is focused on developing and co-distributing online supplemental and educational intervention software products in mathematics, especially for English Language Learners and Students with Special Needs.

### **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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