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**Digital Direction's HELP Program is the Beneficiary of  
U.S. Department of Education's Ready to Teach Grant**

July 27, 2005-Boulder, Colorado

Digital Direction's International Inc., a Colorado based Educational Technology Company, announced today that its HELP Program (Help with English Language Proficiency) was awarded a "Ready to Teach" Grant from the U.S. Department of Education. This three-year \$5.3 million dollar grant will fund the establishment of an important public/private partnership consisting of Digital Directions International Inc. (DDI), Rocky Mountain PBS (RMPBS), Responsive Research and Consultation and the Colorado Department of Education (CDE). The grant will support the expansion, implementation and evaluation of DDI's highly successful HELP on-line multimedia product line and enable educational distribution through new technologies such as datacasting, currently being pioneered by RMPBS.

HELP is a proven internet based supplementary curriculum designed to remove language barriers from the learning of math skills and math content for Middle School and High School students. This unique educational software solution for English Language Learners (ELL) in math is particularly suited for the large and growing U.S. Hispanic student population.

HELP has been implemented with validated success in several school districts in Colorado, including Denver Public Schools and Roaring Fork Public Schools and is now being sold and used in school districts around the country. The initial offering, "Numbers Make Sense", has been designed to meet NCTM (National Council Teachers of Mathematics) standards for middle schools students. New products for Algebra are also in development for a winter 2005/06 product release.

The grant is for a three year period, with approximately \$1.8 million allocated in the first year. Funds will be used for product development, further research and evaluations, and creation of professional development materials and teacher training. The ultimate objective of the grant is to use technology to increase student achievement in math and simultaneously improve English language acquisition for LEP (limited English proficient) students.

John Ramo, co-founder and CEO of DDI stated, "This grant award demonstrates powerful support for the vision and hard work that has gone into creating the HELP Program by Barbara Freeman (COO & HELP Managing Director) and her team." DDI's President and co-founder Michael Willis added; "This grant will help many children in need and greatly accelerate DDI's product development plans; our partner schools are looking forward to the new products we have in development."

Senator Ken Salazar of Colorado, the first Hispanic U.S. Senator since 1977, is an avid supporter of the HELP Program. He offered his congratulations and thanks to the team for "the tremendous work that you do that enriches so many lives."

For more information, contact:

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