



## NEWS RELEASE

### **AWARD-WINNING *MATH BLASTER: MASTER THE BASICS*™ NOW AVAILABLE FOR MACINTOSH® AND MICROSOFT® WINDOWS VISTA™**

#### ***Educational Software Title Plays Like Action Video Game***

**TORRANCE, Calif.** – May 31, 2007 – Knowledge Adventure®, the leader in educational software for the home and the classroom, today announced its popular PC title, *Math Blaster®: Master the Basics*, is now also available for Macintosh and Microsoft Windows Vista™. Now available at retail outlets throughout North America for both platforms, the software allows kids ages 6-12 to practice important early math skills by using challenging, fast-paced video game play.

For years, children have benefited from the availability of the Math Blaster software. After incorporating the software into lesson plans at Coeur d' Alene Elementary in Los Angeles, second-grade teacher, Beverly Ellman, recalls a marked increase in math proficiency.

"The use of the program has had significant positive effect on the student's mathematical reasoning skills," said Ellman. "Last year, when we began using Knowledge Adventure math programs in our entire second grade, every single student scored proficient or above on the state math tests. That was a first."

"No other game provides a more engaging way for children to master their math skills than *Math Blaster*," said David Blumstein, chief executive officer, Knowledge Adventure. "We hope that expanding the compatibility options will allow us to reach even more kids with these our fun software tools that are sure to help them successfully conquer any math problem."

#### ***About Math Blaster: Master the Basics:***

For more than 20 years, parents, teachers and kids have trusted *Math Blaster®* as an award-winning educational resource with proven results. *Math Blaster: Master the Basics* now delivers those same results to a generation used to console video games by combining fast-paced, platform-style game play with state standards-correlated math content. This exciting new format makes *Math Blaster: Master the Basics* the perfect solution for success in learning basic math skills.

In *Math Blaster: Master the Basics*, robots are running the galaxy, so players must fire up their energy gloves, hop on their space cycles, blast through space and master their math skills to save the universe and defend the human race. They will defeat the robots by solving addition, subtraction, multiplication and division problems, zipping and zooming through thousands of practice equations. Speed and accuracy will be increased as they play through three action-packed worlds and eight levels of math difficulty, gaining the confidence it takes to master math basics. Besides gaining speed and accuracy of basic math facts, players will also get to practice skills such as recognizing fact families, solving problems, finding equivalents and mental math. The software also offers automatic progress tracking so parents and teachers can provide additional instruction to help students gain mastery of specific concepts.

### **About Knowledge Adventure**

For more than 20 years, children's software pioneer Knowledge Adventure® has set the standard in children's software, creating the finest educational products for use in the home and the classroom. The company is internationally renowned for its award-winning JumpStart®, Math Blaster®, and Reading Blaster® brands, as well as other innovative multimedia titles such as Knowledge Adventure Books by You™, a new software product that lets kids create, edit, illustrate and personalize their own books. Tested and trusted by teachers and parents alike, Knowledge Adventure software has helped millions of children build and strengthen essential learning skills. A subsidiary of Knowledge Holdings, Inc., the company is based in Los Angeles.

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