



FOR IMMEDIATE RELEASE

ACTION-PACKED VIDEO GAME HELPS KIDS CONQUER BASIC MATH SKILLS

**Math Blaster™: Master the Basics - Uses Console-Style Game Play to Help
Children Face the Challenge of Mastering Math**

TORRANCE, Calif.– October 4, 2005 – Knowledge Adventure®, the leader in educational software for the home and the classroom, today announced that *Math Blaster: Master the Basics* is now available at retail outlets throughout North America. This new PC software from the award-winning Blaster series gives kids ages 6-12 a fun way to practice important early math skills by using challenging, fast-paced video game play.

“While kids might give up on subjects that frustrate them in school, they won’t walk away from the same subjects when they are presented in a video game format – they face the challenge head on and keep trying until they succeed,” said David Blumstein, chief executive officer, Knowledge Adventure. “The new *Math Blaster: Master the Basics* plays like a console game and is so much fun, it will make kids forget they are actually learning.”

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. The completely new *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* for Windows, 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.

For more information about *Math Blaster: Master the Basics*, or to watch a short video trailer, please visit www.mathblaster.com. Information on the rest of Knowledge Adventure’s 2005 lineup, can also be found on www.knowledgeadventure.com.

About Knowledge Adventure

For more than 20 years, children’s software pioneer Knowledge Adventure® has set the standard in creating the finest educational products for use in the home and the classroom. The company is internationally renowned for its award-winning software brands including *JumpStart*®, *Math Blaster*®, and *Reading Blaster*®. 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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