

NEWS RELEASE

Contact: Charlotte Andrist @ 954-446-6554 or Charlotte@EicherCommunications.com
Leslie Eicher@314-965-1776 or Leslie@EicherCommunications.com

KNOWLEDGE ADVENTURE® LAUNCHES MATH BLASTER –MASTER THE BASICS SOFTWARE AT NATIONAL EDUCATIONAL COMPUTING CONFERENCE

Thousands of Practice Problems Help K-6 Students Successfully Master Math Basics

Torrance, Calif. – June 22, 2005 – A report from the National Commission on Mathematics and Science Teaching for the 21st Century concluded that U.S. students are falling behind in their ability to master basic mathematics skills. This deficiency, the report continued, will greatly hinder students' ability to succeed in our advanced, scientific and technology-driven world, but it could be reversed if teachers were equipped with dynamic mathematical tools that lead to mastery of basic math skills and drive overall, long-lasting math competency. Meeting this challenge is all the more difficult when one considers all the academic and extracurricular demands on children's time these days.

To help ensure that all students learn and master basic math skills quickly and easily, Knowledge Adventure® today announces the expansion of its signature Math Blaster® academic software series with the release of Math Blaster – Master the Basics. The new platform-based school program gives teachers an engaging way to help students achieve math confidence and improve math scores through standards-correlated practice and play.

“Research shows that real success in mathematics needs to be grounded in the systematic teaching and learning of basic skills,” said Leslie House, senior vice president of product development for Knowledge Adventure. “Math Blaster immerses students in think-fast math activities that will help them master math concepts easily and lay the essential foundation for life-long math success.”

Ideally suited for students ages six -12, the teacher-developed and tested Math Blaster software supports educational objectives by way of a creative, imaginary universe that must be saved. Using intuitive math games incorporating addition, subtraction, multiplication, division, fact families and equivalents students receive -- at their own pace -- instruction through thousands of challenging practice problems in order to master everyday math skills, increase problem-solving and mental math abilities as well as boost math confidence.

As a supplemental curriculum solution to existing classroom textbooks, the Math Blaster content is correlated to the National Council of Teachers of Mathematics (NCTM) standards as well as individual state standards. It also provides automatic progress tracking for each student so 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 creating premium educational products for use in both the classroom and the home. With award-winning brands including *JumpStart*®, *Reading Blaster*® and *Math Blaster*® found in one of every five American classrooms, Knowledge Adventure understands the needs of teachers and provides educators with the supplemental, content-rich materials needed to meet and exceed today's education standards. Teacher tested and trusted, Knowledge Adventure software has helped millions of students build and strengthen essential learning skills. A subsidiary of Knowledge Holdings, Inc., the company is based in Los Angeles. For more information, please visit www.KnowledgeAdventureSchool.com

NOTE TO EDITORS: At the NECC conference in Philadelphia, the Knowledge Adventure educational software products can be seen at the Software Express booth #500.