

Australian Education Software Goes To The Top of the Class.

NSW educational software publisher EdAlive has received unprecedented recognition from the Software & Information Industry Association (SIIA) in the USA.

The Armidale-based company secured two of the final three places in the Best Educational Instructional Solution (Mathematics) category at the prestigious CODiE Awards held at Universal Studios, California late last week.

Both products were chosen from a who's who of educational titles and received warm praise from the selection panel.

"To have two products shortlisted with a hugely successful multinational like McGraw-Hill is a fantastic compliment for us" says Graham East, Founder and Managing Director of EdAlive.

"We believe our products are unique and we are delighted that they have been recognised by an independent international organisation".

EdAlive is just beginning its march into the US after years of success in Australia and more recently Europe.

"For a little company in a small country town we think we've done ok," East jokes. But the proof is in the pudding. With high volumes of sales throughout Australia and New Zealand, EdAlive launched in England in 2001 and more recently in Ireland and Scotland.

"Since we extended our school-based Community Software Plan into the UK and Ireland we have been bowled over by the uptake" Graham East explains. "Our products are developed using international syllabi so they fit exactly with the curricula of these countries as well as Australia. So far the feedback we have received has been tremendous".

Earlier this year EdAlive won two categories at the Best Educational Software Awards (BESSIE's) for Best Upper Elementary Maths Software and Best Middle School Maths Software. But it's not all about the glory of winning says East, a former primary teacher from South Australia.

"The awards are not just things we hang on the wall. They confirm to us that what we are doing is right. Our ethos of 'every chance for every child' means that what we produce must be the best - so that it does what it is designed to do".

A Lite version of Ultimate Maths Invaders, one of EdAlive's finalists, is available free of charge from www.edalive.com. UMI Lite offers the chance to develop skills in Addition and Fractions - core building blocks of mathematics. It also features all ten topics at the toughest level to demonstrate the comprehensive coverage of the software.

As well as three maths-based programs, EdAlive also produce a language product, SpellForce. Two further language titles are in development and due for release in early 2006.

About the CODiE Awards

Since its inauguration, the CODiE Awards program has carried forward a vision - to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement and philanthropic efforts.

The CODiE Awards holds the distinction of being the only peer recognition awards program of its kind in the industry, providing a unique opportunity for companies to earn the praise of their competitors. The Codie Awards program, now in its twentieth year, remains the standard-bearer for celebrating outstanding achievement and vision in the software and digital content industry throughout the USA.

About the SIIA

The Software & Information Industry Association is the principal trade association for the software and digital content industry in the USA.

SIIA provides global services in government relations, business development, corporate education and intellectual property protection to the leading companies that are setting the pace for the digital age. For more see www.siaa.net/

About EdAlive

EdAlive is a team of teachers, parents and professionals dedicated to making computer-based educational software and resources that motivate kids to learn. EdAlive's mission is to give every child in every school and home access to exciting, content-rich, low-cost educational software that will increase their chances of success in core learning areas.

EdAlive knows that kids:

- > want learning to be fun
- > want to experience success and build on it

EdAlive understands that parents and teachers:

- > want to see kids enjoying the pleasure of learning
- > want educationally-sound, curriculum-based material presented in a ordered learning sequence
- > want measurable results
- > want real value for money - neither short-term, throwaway gimmicks, nor cumbersome, high-cost tutoring systems

Further information is available at www.edalive.com

Contact Details

Michael Milgate PhD
Marketing Manager
EdAlive

T +61 2 6776 0206
M 0418 639 899
E michaelm@edalive.com

www.edalive.com