

EdAlive is just our type – says EDDiE

ComputED Learning Centre in San Diego, USA has announced the 10th Annual Education Software Review Award winners – and country NSW-based EdAlive has once again walked away with silverware. Both their Baggin' the Dragon mathematics title and the newly launched Typing Tournament keyboard tutor achieved success at the recent gala ceremony.

The EDDIE Awards target those innovative and content-rich software programs and websites which provide parents and teachers with the technology to foster educational excellence – from around the globe. Up against the best, EdAlive has again showed that Australian innovation can be world class.

“2005 has been a great year for us” says Graham East, EdAlive’s founder and Managing Director of the Armidale-based company. “We have entered awards alongside the world’s best and come away with recognition each time. It gives all of us such a lift to know what we are doing is appreciated”.

EdAlive has enjoyed success in the CODiE Awards and also recognition from the Parenting Centre for their cross-section of products. “What really gives us hope is the fact that all of our titles are winners” says Graham.

EDDIE selection is based on academic content, potential for broad classroom use, technical merit, subject approach and management systems. The products are widely tested and evaluated to ensure that they meet every exacting standard.

With plans in motion to move into the US marketplace early next year, after continued growth in Europe this year, the EDDIE awards add more weight to this rural success story. “We set out to be the best and I feel like we are on track to be – it’s magic” reflects Graham East.

For more information on the EDDIE Awards, visit www.computedgazette.com

More information on all EdAlive titles, including a free download of their Ultimate Maths Invaders Lite software, visit www.edalive.com

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 and product demos 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