

Words Rock! iAward '06 Winner -Education and Training category

EdAlive continues to come out on top as this Aussie education software team wins yet another award.

The last 18 months have been exciting ones for rural Aussie company EdAlive. This small-town educational software company has received 14 awards and finalist positions in this time, along with a number of endorsements (see <http://www.edalive.com/reviews/productawards.php>).

The most recent award to come EdAlive's way is the prestigious iAward from AIIA, Australia's leading organisation representing the ICT industry. The iAward, in the Education and Training category, was presented at a gala event on Fri. 7th April at Star City in Sydney. The patron for the iAwards, Senator the Honourable Helen Coonan (Minister for Communication, Information Technology and the Arts) was in attendance, providing her support for this well-attended industry event. The MC for the evening was James O'Loughlin, host of the ABC program 'The New Inventors'.

Graham East, managing director of EdAlive, had this to say about the win, "The iAwards are a respected institution in the IT industry, with many big names competing. Although *Words Rock!*, as a children's educational tool, seemed quite different from the majority of entries, it was obviously able to compare favourably in a field of excellence."

Words Rock! exposes children to a broad range of literacy concepts, from simple spelling and punctuation to sophisticated grammatical sentence structures. It does this within the framework of an engaging computer game that teaches strategy. With this win, *Words Rock!* takes its place amongst the other much-awarded titles from EdAlive.

About EdAlive

EdAlive is an Aussie educational software company with a range of teaching titles created in-house by a team of parents, teachers and IT professionals. EdAlive's software is designed to be high-quality and accessible to all families. EdAlive is an Australian small business that has grown into one of the most awarded educational software companies in the world.

Contact Details: Annalisa Cline

Marketing Co-ordinator

EdAlive

T +61 2 6776 0200

F +61 2 6771 1050

E annalisac@edalive.com

www.edalive.com

For downloadable photos please see: <http://www.edalive.com/special/media/iaward.php>

About the iAwards

Rob Durie, Chief Executive Officer of the Australian Information Industry Association (AIIA), said, "The high calibre of this year's winners and finalists reflects the breadth of entrepreneurial spirit within the Australian ICT industry and its impact on the nation's economy and productivity."

Media Release from AIIA

<http://www.aiaa.com.au/i-cms.isp?page=1290>

What is the AIIA?

The AIIA is the Australian Information Industry Association, which, for 25 years, has been the top organisation in Australia representing the Information and Communications Technology industry. It was created to connect Australian ICT companies with networks and resources to further Australian business and economic development.

<http://www.aiaa.com.au/i-cms.isp?page=13>

What are the iAwards?

The iAwards are a partnership between AIIA, The Australian Financial Review and CSIRO ICT Centre to "embrace the entrepreneurial spirit of the Australian ICT industry and encourage its growth and development by providing international recognition for Australia's leading ICT innovations." (See <http://www.aiaa.com.au/i-cms.isp?page=1290>)