

**For Immediate Release**

**Contact: Mark Lacy – Senior Vice President  
866.755.5996**

**LetterPress Software, Inc. Character Education Program Wins International Education Award as the Best Social Skills Program of the Year**

NORTH LOGAN, UT – August 14, 2006 – LetterPress Software, Inc, a leading designer and developer of pre-K-12 and adult technology-based education programs, announced today that its character education and sportsmanship program *The Secret of Baldwin High* has been honored with a 2006 Education Software Review Award. *The Secret of Baldwin High* received its award in the high school category being named the best social skills web program of the year.

Sponsored by the ComputED Learning Center, San Diego, the Education Software Review Awards (EDDIEs) recognize innovative and content-rich programs and websites which provide parents and teachers with the technology to foster educational excellence--including augmenting the classroom curriculum and improving teacher productivity. This is the 11th annual EDDIE competition and winners were selected from titles submitted by software publishers around the world. Selection is based on academic content, potential for broad classroom use, technical merit, and subject approach.

“It was a thrill to be notified that *The Secret of Baldwin High* has been selected as an EDDIE award winner this year,” said Mark Lacy, senior vice president of new product development for LetterPress. “We believe that this recognition truly validates LetterPress’ application of the scientific principles of learning and instruction to change high school students’ behaviors and to help them develop the qualities of character that are valued by their families and by the communities in which they live.”

*The Secret of Baldwin High* is a character education program that teaches students the principles of teamwork, respect, self-control, drug avoidance, personal integrity, anti-bullying, and more. Using a unique adventure game pedagogy model and techniques of digital story telling, students play the role of Sebastian who moves into a new high school and learns how to turn his new fledgling basketball team into a winning team through the principles of good sportsmanship. A wide array of teacher and student classroom activities makes the program especially useful as a character education curriculum resource for teachers.

The award winning *Secret of Baldwin High* was designed and developed by LetterPress Software for Learning through Sports, Inc., Birmingham, Alabama. The program supplements any character education and values curriculum and supports state and national standards for creating safe schools and teaching students the values and skills that make up character and good citizenship. A link to a short preview of the program can be found at <http://www.downloadlearning.com/info/81/>.

Other EDDIE award winners this year for technology products included software produced by such renowned electronic publishers as PLATO Learning Inc., ABC-CLIO, LearnKey, and Texas Instruments.

This is LetterPress Software's 9th Education Software Review Award, including a second award this year for its post-secondary web program *Enrolling in a 401K Plan* in the life skills training category.

**About LetterPress Software, Inc.**

LetterPress Software, Inc. is an award-winning instructional design and technology company. LetterPress in-house instructional designers, graphic artists, multimedia developers, and programmers are highly trained and experienced. For over nine years LetterPress has been designing and developing award-winning, technology-based training and educational software programs through the application of scientific principles of learning and instruction. They have provided instructional solutions for some of the nation's major educational software publishers, state and federal government agencies, universities and corporations, and schools and districts around the country. The instructional software they create is effective and engaging. LetterPress Software, Inc. is headquartered on the Utah State University Innovation Campus in North Logan, Utah, 435.755.5996 or 866.755.5996. For more information, see, [www.lpsoftware.com](http://www.lpsoftware.com).

**About Learning through Sports, Inc.**

Learning through Sports, Inc. is a leading education publisher using interactive sports games to teach core subject areas and behavioral skills development for grades K-12. The company publishes Kid's College, a Web-based math and reading skills practice program, and STAR Sportsmanship, a Web-based role-playing program, teaching behavioral skills for school, sports and life. The mission of Learning Through Sports - to combine athletics with academics to better motivate learning - was conceived by founder, Brian Shulman. As a father of two young children, Brian saw a need for giving today's young people learning resources that they could relate to both for motivation and for inspiration. Both Kid's College and STAR Sportsmanship take advantage of a unique (patent pending) edugaming content delivery methodology which generates unprecedented motivation and is scientifically proven through independent research studies to improve learning. For more information, see, <http://www.learningthroughsports.com>.

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