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## *News Release*

FOR IMMEDIATE RELEASE

### **Non-Profit MIND Research Institute Brings Visual Math Education Programs to Southeast States**

**MIND Research expands service area and adds new staff to work closely with K-12 schools in Florida and nine Southeast states to improve students' performance in math**

ORLANDO, CA, Jan. 23, 2007 – At the Florida Educational Technology Conference (FETC), the non-profit education researcher and publisher MIND Research Institute announced a major service area expansion from the West into the Southeastern USA. MIND's unique visual math education programs for grades K-12 are now available in Florida, Georgia, Alabama, Arkansas, Kentucky, Mississippi, North and South Carolina, Tennessee, and Virginia. MIND Research has added two regional sales representatives and an East Coast director of sales to work closely with schools in these states to help them quickly improve students' performance in math. With spring test season closing in, MIND Research is reaching out to Southeast schools to let them know about its math programs and help them start on their way to improving students' math test scores. Its programs address K-5 math and algebra readiness, enable all students - especially English language learners and ESL students - to learn math concepts visually without the initial use of language, and help students who are below grade level in math catch up.

MIND Research has invested over a decade of research, development, and real-world implementation into interactive computerized math lessons. Its supplemental math courseware includes the *ST Math*<sup>™</sup> software suite for grades K to 5, which is correlated to Florida's Sunshine State Standards and GA, CA and TX state standards. *ST Math: Algebra Readiness* supplemental software is for middle and high school

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students and will soon be correlated to GA standards, as well as CA and TX. *ST Math*, develops a balance of mathematical-reasoning, procedural-skills development, and problem-solving abilities through a unique visual approach. MIND Research also offers an *Algebra Readiness* basal program that was adopted in California in the fall and will be available this spring for all other states. Multiple research studies have consistently shown dramatic double-digit increases in student math proficiency levels on standardized tests, and because of this success, the MIND Research is focused on national expansion of its programs.

“Increasing our service area so that more students can benefit from our programs has been a long term goal for MIND Research,” said Andrew Coulson, President of MIND Research Institute’s Education Division. “Our expansion to the Southeast is a huge milestone. We are looking forward to helping students in the region dramatically improve their performance in math the way we have in other areas.”

Among MIND Research’s first customers in the Southeast region are three schools in the Loudon County School District in TN. Last fall Loudon, Fort Loudon and Philadelphia Elementary Schools (K-8) began the program.

“Our schools absolutely love the MIND Research Institute’s math education programs,” said Sissy Foster, Special Education Supervisor for Loudon County Schools in TN. “We are using them with our struggling students. One child in 7<sup>th</sup> grade who I have watched struggle through every grade is now excelling because of the visual presentation of the math concepts in *ST Math: Algebra Readiness Supplemental* and is now a math helper in his class. I am very familiar with the individual struggles of our students so I know how much the program is helping them improve in math.”

MIND Research’s new Southeast sales team includes Cassie Shuford, Kelly Bratcher, and Rob Magliano. For information about any of MIND Research Institute’s programs or to reach the sales team, call 888-751-5443. Educators can also visit MIND’s Website at <http://www.mindresearch.net>.

Cassie Shuford is the Account Executive for Alabama, Georgia, Florida and South Carolina. Shuford established a strong track record in Educational Sales for 17 years selling into the K-12 markets. She is a former educator and holds both a bachelor’s

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and master's of Education degree. The majority of her work has been dedicated to implementing software projects, working with teams in grant projects for school reform and State adoptions. She succeeded in getting her company's software listed on the state list of core products during a South Carolina education product adoption.

Kelly Bratcher, Sr. Account Executive, represents Tennessee, Kentucky, Mississippi, Arkansas and North Carolina. Bratcher has more than 20 years of experience in education sales and marketing for major corporations and began her career as a teacher. Formerly with Riverdeep, Bratcher handled major software implementations at school districts in TN and KY. Bratcher holds two bachelor's degrees in Political Science and English, a master's degree in English Education and an Education Specialist degree in Education Technology from the University of Tennessee.

Rob Magliano, Director of Sales, is responsible for all of the Eastern states. He is an innovative and highly successful sales professional with more than 10 years of proven experience in education and education technology sales. Formerly with American Reading Company, where he was national sales director, Magliano has a track record of dramatically increasing sales and market share in his territories. He is also well versed at working as part of a senior management team at top companies to grow a direct sales force in the highly competitive educational marketplace. Magliano holds a bachelor's degree in Communications from the University of Maryland.

### **MIND Research Institute Background**

The MIND Research Institute is a non-profit education researcher and publisher. MIND applies its distinctive visual approach to illustrating concepts and building problem-solving skills as the basis for innovative, research-proven math education programs for elementary and secondary schools. The programs include the *ST Math*<sup>™</sup> patent-pending software for K-5 students and *ST Math*<sup>™</sup>: *Algebra Readiness Supplemental* for intervention at the secondary level. The visual approach taps into each student's innate ability to do spatial-temporal (ST) reasoning and problem-solving, and is effective at engaging students at all levels of language or academic proficiency. Participating students have achieved dramatic improvements in math performance.

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There are currently over 270 schools in California, Texas and nine other states, and more than 48,000 students and 2,500 teachers participating in the program.

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