



For Immediate Release

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Footsteps2Brilliance™ Mobile Game Technology Platform Named as SIIA Award Winner

WASHINGTON, District of Columbia – Dec 1, 2011 *Footsteps2Brilliance™*, a breakthrough early learning mobile game platform, was chosen as the prestigious innovative company “Most Likely to Succeed Ed Tech Product or Service.” Selected from 29 applicants and 11 finalists, *Footsteps2Brilliance™* was recognized by top CEOs and industry leaders at the Software & Information Industry Association (SIIA) Ed Tech Business Forum held in New York City on Tuesday, November 28. Almost 300 of the forum participants voted, awarding *Footsteps2Brilliance™* for its work in accelerating early learning outcomes using mobile technology, such as iPads.

Footsteps2Brilliance™ was also acknowledged for its revolutionary take on using the explosive adoption of mobile gaming technology, such as smart phones and tablets, with the latest in cognitive research for children in pre-K through third grade. The program was piloted in California this summer, where children who had never before been to school and spoke very little English used the *Footsteps2Brilliance™* Academic Language Program for Students (ALPS) to learn to read. After four short weeks, the children were exposed to over 180,000 words, read over 600 books and had their reading

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comprehension rise by 17 percent. This led State Superintendent Tom Torlakson to state that he would use the *Footsteps2Brilliance™* early learning mobile game platform for his “No Child Left Offline” initiative.

“I created this company after reading a statistic that 46 percent of U.S. children enter kindergarten at risk of failure because they lack essential oral language and literacy skills,” Ilene Rosenthal, Founder and CEO of *Footsteps2Brilliance™*, said. “88 percent of these children never catch up. *Footsteps2Brilliance™* attempts to level the playing field by providing students and their families with a library of interactive eBooks and games that give each child the opportunity to succeed in school and life.”

In addition to providing children and their families with engaging standards-based books and games, *Footsteps2Brilliance™* provides educators with a job-embedded professional network called *Recipes for Success*. This is a “grassroots” database of games and activities created for teachers by teachers, helping make classroom instruction both stimulating and effective.

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About *Footsteps2Brilliance™*: *Footsteps2Brilliance™* is the breakthrough early learning mobile game platform to help children succeed in school and life. Its flagship program, the Academic Language Program for Students, also known as ALPS, consists of 18 eBooks and over 200 educational games. The program is based on the latest cognitive research for pre-K through third grade students. Recently made available to school districts, *Footsteps2Brilliance™* will be launching its consumer version in the coming months.