



Sunburst and Digital Directions Form Partnership for HELP Math

Chicago, IL, February 7, 2014: Sunburst Digital has today announced an international reselling partnership with Digital Directions International (DDI).

The agreement establishes Sunburst Digital as sole supplier of DDI's HELP Math, the leading research proven online math intervention program system, in the US. HELP Math is designed to address the specific issues of teaching mathematics to English Language Learners (ELLs), students with special needs, and all students struggling to develop in math.

Sunburst Digital, who has provided appropriate digital education resources designed to enhance academic achievement outcomes for the past 25 years adds HELP Math to its wide product portfolio.

HELP Math is the only web-based math intervention program, for grades 3 through 8 that embeds academic language development in the context of instruction. Its accolades include being presented with the highest rating in the US Department of Education's *What Works Clearinghouse* award, SIIA's *Innovator Incubator Showcase* and the CODiE *Best Instructional Solutions for Students With Special Needs* award.

HELP Math breaks down each mathematical skill into small comprehensible concepts. Associated visuals, audio and interactive activities ensure that the program supports all learning styles. The numerous diagnostic assessment questions aligned to Common Core, NCTM, and both independent and state standardized assessments ensure the student and teacher are fully aware of their position on their learning pathway.

Ken Leonard, chairman and CEO at Sunburst Digital commented, "When looking for a program to add to our portfolio of resources, that would specifically support the development of math skills in students with English as a second language, HELP Math was the most obvious choice. The Equal Educational Opportunities Act of 1974 states that school districts must provide the academic and fiscal resources to help ELLs overcome language barriers and gain English fluency. Therefore the proven quality and effective support offered by HELP Math is vital for all schools and a testament to the team at DDI who have continued to refine the program over the past decade."

Founder and CEO of Digital Directions International, John Ramo added, "Sunburst has established itself as the preeminent resource for digital learning programs, and HELP Math's web-based program seems to be the ideal fit for their portfolio. We are very excited about the partnership and the new sales capabilities it brings."



HELP Math is available from Sunburst Digital via <http://sunburst.com/portfolio/math/> or by calling

(800) 321-7511 (800) 321-7511 FREE for more information.

Supporting Information

About Sunburst Digital: For more than 25 years, the Sunburst team of software developers, instructional designers, sales, service and classroom specialists have been knowledge experts in delivering and connecting educators with innovative digital content solutions that enhance academic achievement outcomes. Sunburst proprietary and 3rd party products like: Type to Learn™; Ignite! Learning®; English Spanish Success: ESS™; Key Skills®; Learn About™; 10th Planet™; Sesame Street Digital™; Knowledge Adventure School™; SWYK® Online/Khan Academy; BuzzMath; Defined STEM; Big Universe; and Flocabulary enhance learning in more than 97% of all US school districts. Sunburst continues an inspired tradition of supporting curriculum and instruction by delivering digital content solutions targeting Common Core, state standards and local priorities that engage learners and integrate seamlessly with existing 21st century technology. In service of teachers, parents and students everywhere, Sunburst is driven to deliver on the digital promise to education because effective teaching changes the world.
www.sunburst.com

For further information please contact:

Cody Ward, Sunburst Digital (cward@edresources.com) or Sue Murray, Mango Marketing Ltd (sue.murray@mangomarketing.com).