

BrainTrain's TNT Reading Tutor Wins Mom's Choice Award

RICHMOND, VA — BrainTrain, known worldwide for its memory and attention training software, has won the prestigious Mom's Choice Award for its new reading software, TNT Reading Tutor. Based on over twenty years of research and featuring over 1,000 exercises, TNT Reading Tutor focuses not only on reading; it also presents game-like exercises to build attention, thinking skills, and working memory – cognitive abilities critical for success in all academic areas.

The Mom's Choice Awards® (MCA) is an international awards program that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly media, products and services. Parents, educators, librarians and retailers look for the Mom's Choice Awards Honoring Excellence Seal of Approval when selecting quality materials for children and families. MCA's panel of judges includes education, media and other experts as well as parents, children, librarians, performing artists, producers, medical and business professionals, authors, and scientists. Panel members include Dr. Twila C. Liggett, ten-time Emmy-winner, professor and founder of PBS's Reading Rainbow; Julie Aigner-Clark, Creator of Baby Einstein and The Safe Side Project; Jodee Blanco, New York Times best-selling author, Priscilla Dunstan, creator of the Dunstan Baby Language; Patricia Rossi, host of NBC's Manners Minute; Dr. Letitia S. Wright, D.C., host of the Wright Place™ TV Show; and Catherine Witcher, M.Ed., special needs expert and founder of Precision Education, Inc.

TNT Reading Tutor features a unique “test ‘n’ train” design that determines exactly what areas a child needs to concentrate on, then creates a structured, customized learning plan tailored directly to his specific needs. The system allows the child to work at his own pace, learning the skills that research has proven to have the greatest impact on a child's ability to read – letter recognition, phonemic awareness, phonics, mental processing speed, auditory discrimination, working memory, and attention. The focus on working memory and attention can lead to functional improvements not only in reading but also in all other academic areas.

“If America can send a man to the moon, we can certainly teach our children to be good readers,” says Dr. Joseph A. Sandford, neuropsychologist and President of BrainTrain. “Our Nation's 2011 Education Report Card showed that only 42% of our 4th graders are able to read proficiently. Clearly, it is now time for schools to take a new approach; using the ‘teaching machine’ technology built into the TNT Reading system could revolutionize the way our children learn.”

Mom's Choice Award judges are bound by a strict code of ethics which ensures expert and objective analysis free from any manufacturer association. The evaluation process uses a propriety methodology in which entries are scored on a number of elements including production quality, design, educational value, entertainment value, originality, appeal and cost.

TNT Reading Tutor can be purchased as a digital download or in DVD format for \$49.95. It is licensed for 2 players for one year and comes with a 30-day money-back guarantee. For more information or to download a free trial version of TNT Reading Tutor visit www.tntreading.com

About BrainTrain

BrainTrain was founded in 1989 by Joseph A. Sandford, Ph.D. Before becoming a clinical neuropsychologist, Dr. Sandford was a professional computer programmer, so when he began his practice working with head-injured and ADHD clients, it was natural for him to perceive how the computer could be an indispensable tool for helping them. His vision of using the computer to improve people's lives through cognitive development continues to define BrainTrain's mission. The software Dr. Sandford has helped to create is used daily in all fifty states and in over fifty other countries.