

BrainTrain Announces Reading Software Giveaway

New reading software trains working memory and attention, makes learning to read fun.

RICHMOND, VA — BrainTrain, Inc., a leading company in the development of Windows-based memory and attention training software, is giving away reading tests to schools. In addition, the company is offering its new reading software, TNT Reading, at no cost to schools for a full semester. The tests can be used to identify K-3rd graders who need help learning to read; test results can also be utilized by the TNT Reading system to automatically create an individualized training program for each student.

TNT Reading is fun with a serious purpose. According to a recent study published in *Pediatrics*, up to 50% of children with ADHD or ADD have reading disabilities. The 2011 Nation's Report Card from the US Department of Education still shows low reading proficiency scores nationwide for fourth graders. While TNT Reading's brain-based approach makes it uniquely appropriate for ADHD/ADD children with reading disabilities, the software is also a highly effective learning tool for children without disabilities. Based on many years of research and hundreds of studies, TNT Reading focuses on the skills that have the greatest impact on a child's ability to learn to read — letter recognition, phonemic awareness, phonics, reasoning skills, and auditory discrimination. In addition, it targets the cognitive skills most vital in training ADHD and ADD children — working memory, mental processing speed, and attention.

“I have envisioned using a cognitive approach to solve the literacy crisis in our country for a long time,” says Dr. Joseph A. Sandford, clinical psychologist and President of BrainTrain, Inc. “Less than a third of US students read proficiently. An even smaller percentage enjoys the experience of reading for fun. I believe TNT Reading's 'dynamite' approach could provide a real breakthrough to help these students.”

TNT Reading is a real time and money saver for schools. The TNT Reading tests provide teachers with highly efficient methods for screening, monitoring progress, and diagnosing reading problems. Based directly on the test results, the software then crafts systematic, individualized training plans. The software continually assesses progress on each specific skill and then automatically self-adjusts, allowing each student to work at his own pace.

TNT Reading makes learning to read a rewarding experience. It incorporates vibrant graphics and entertaining activities into the learning process. Students earn certificates for each skill they master. Their hard work is also rewarded with short, non-violent, brain-building “video game breaks.”

In addition to the professional/educational version of TNT Reading, a home version is also available.

About BrainTrain, Inc.

BrainTrain, Inc. was founded in 1989 by Joseph A. Sandford, Ph.D. Before becoming a clinical psychologist, Dr. Sandford was a professional computer programmer, so it was natural for him to perceive how the computer could be an indispensable tool for helping people. Using the computer as a way to improve people's quality of life through cognitive enhancement continues to define BrainTrain's mission.

For more information on TNT Reading: <http://www.braintrain.com/tntreadingpro/>