



FOR IMMEDIATE RELEASE

***HearBuilder*[®] Auditory Memory Software from Super Duper[®]
Receives New Best Product Award from Dr. Toy**

Greenville, SC – September 20, 2011 – Dr. Toy has chosen researched-based *HearBuilder Auditory Memory – Strategic Memory Training for Listening Software - Home Edition* as one of its *Best Picks for New Products Award*.

<http://www.superduperinc.com/products/view.aspx?pid=HBHE366>

Dr. Stevanne Auerbach (Dr. Toy), reviews new children's products each year based on their creativity, design, educational value, technical aspects, and "fun-factor." Dr. Auerbach has over forty years of direct experience evaluating toys; has written 15 books and numerous articles on toy-based topics; and is an expert in assessing the developmental and skill-building value of educational materials. www.drtoy.com

The *HearBuilder Auditory Memory* Software program, for ages 5 and up (grades K-8), has a unique approach to teaching children key strategies for remembering numbers, words, sentences, and stories. Players build their memory skills as they help *Recall Agents Kim and Joey* undertake exciting missions to save *MemoryTown* from the formidable *Dr. Forgetsit!*

In reviewing *HearBuilder Auditory Memory*, Claudia A., from Richmond, Virginia, said, "Wonderful product! My son loves to be a "Secret Agent" and earn secret agent badges for his work! It was helpful to be able to "try out" the product before purchasing--it helped us to choose the best auditory product for his needs."

HearBuilder enforces important auditory memory, closure, and comprehension skills in five key areas — *Memory for Numbers* (3-7 digits), *Memory for Words* (3-5 words), *Memory for Details* (1-4 details), *Auditory Closure* (sentence completion), and *Memory for "WH" Information* (2-3 sentences/2-4 questions). The *Home Edition* allows parents to choose the levels of play for up to four children, monitor children's progress, print progress reports, and add background noise within the expert level to give children practice in distracting situations.

Sonia H., from White Rock, British Columbia, relates, "As a parent of a child who has a lot of difficulty, I am always trying to find ways to keep my son amused and focused in the learning task at hand...Then this program was recommended to us through his school and I could hardly contain my excitement."



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She continued, "First my son will stay on the computer working for hours when I could barely keep him focused for five minutes and the speed in which he is learning the material is astonishing to me. The areas that he was told he is weak in are exactly what the program focuses on and keeps him interested with the additional games and visual stimulation. I would recommend this for any child not just those needing help. There is such a big difference in my son's ability to learn and this is largely in part to this program being able to stimulate him in ways that I was not able to."

The *HearBuilder* Software series also includes *HearBuilder Following Directions with 40 Basic Concepts*; *HearBuilder Phonological Awareness — Sound Awareness for Reading*; and *HearBuilder Sequencing — 2-6 Step Sequences*. www.hearbuilder.com

These *HearBuilder* programs have won awards from numerous prestigious national organizations — *Creative Child*, *Dr. Toy*, *Family Choice*, *Mom's Choice*, *Parents' Choice*, *Teachers' Choice*, *Tech & Learning*, and *Children's Technology Review*. <http://www.superduperinc.com/products/awards.aspx>

Every *HearBuilder* title has both professional and home editions and all are compatible with Macintosh® or Windows® operating systems and SMART™ Board. For demos, videos, and more info on each *HearBuilder* program, visit www.hearbuilder.com

Super Duper Publications creates fun educational materials for children with special needs and communication or language delays. Super Duper offers a wide variety of products for teachers, therapy professionals, and parents to use with children in a classroom, therapy setting, and at home.

For more information and to see the full line of Super Duper products, visit www.superduperinc.com

