FOR IMMEDIATE RELEASE

HearBuilder Educational Software Wins 2012 Mom's Choice Awards

Greenville, SC – March 26, 2012 – Super Duper Publications has received 2012 Mom's Choice Awards for three of its *HearBuilder* educational software programs — *HearBuilder Auditory Memory: Strategic Memory Training for Listening; HearBuilder Phonological Awareness: Sound Awareness for Reading;* and *HearBuilder Sequencing with 2-6 Step Sequences*.

Mom's Choice Awards (MCA) establish the benchmark of excellence in family-friendly media, products, and services. Each year an esteemed panel of educators, media professionals, performing artists, producers, medical and business professionals, authors, scientists, librarians, parents, and children evaluate the latest educational materials The MCA judges score each product submission on production quality, design, educational value, entertainment value, originality, appeal, and cost.

HearBuilder Auditory Memory – Strategic Memory Training for Listening (Home Edition), for ages 5-14 (Grades K-8), is a research-based software program with a unique approach to helping children learn key strategies for listening carefully to and remembering numbers, words, sentences, and stories. While playing, children practice important auditory memory, auditory closure, and listening comprehension skills as they join *Kim* and *Joey*, special *Recall Agents,* in their efforts to save *MemoryTown* from *Dr. Forgetsit!*

HearBuilder Auditory Memory 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.

HearBuilder Phonological Awareness (Sound Awareness for Reading) is an evidence-based software program for students ages 4-11 (Grades K-6) that increases awareness of words, syllables, and phonemes (sounds). Children learn to segment, blend, and manipulate words, syllables, and sounds in nine target areas: *Sentence Segmentation, Syllable Blending, Syllable Segmentation, Rhyming, Phoneme Blending, Phoneme Segmentation and Identification, Phoneme Deletion, Phoneme Addition,* and *Phoneme Manipulation*. To keep the players engaged in the program, children move

through each multi-level task earning instruments and band members until they ultimately form a virtual rock band called *The Phonemix*.

HearBuilder Sequencing with 2-6 Step Sequences (Home Edition) targets critical thinking and comprehension skills of children ages 4-11 (Grades K-6) by having them gradually progress from two- to six-step sequences. In all, there are 120 illustrated "events" involving everyday activities that students organize in the correct sequential order. As they learn, children must identify cause and effect, make predictions, use and understand time and transition words, and demonstrate their ability to put the critical elements of a story in proper sequence. The setting for these activities is the *Funhouse* at the *Midway Carnival*. Each time players complete a target level, they earn virtual tokens that they use to play games in the virtual *Sequence Arcade*.

The *HearBuilder* software series, which also includes previous Mom's Choice Winner *[HearBuilder Following Directions with 40 Basic Concepts](), * has won awards from numerous prestigious organizations — *Creative Child, Dr. Toy, Family Choice, Mom's Choice, Parents' Choice, Teachers' Choice, * and *Tech & Learning*.

For demos, videos, and more info on each *HearBuilder* program, visit [www.hearbuilder.com]()

Super Duper Publications creates enjoyable, engaging educational materials for children with special needs and communication or language delays. The Super Duper website offers a wide variety of products for teachers, therapy professionals, and parents to use with children in a classroom, therapy setting, and at home. [www.superduperinc.com]()