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## *News Release*

FOR IMMEDIATE RELEASE

### **MIND Research Selected as a Finalist for the EdNET 2008 Industry Awards**

**MIND Research Institute lauded for their  
important contributions to the education industry**

**DENVER, CO, Aug. 13, 2008** – The Heller Reports, a QED company and leading provider of education market news and events, announced today that MIND Research Institute is a finalist for the EdNET 2008 Pioneer Award. The Pioneer Award, now in its 16th year, is part of the prestigious EdNET Industry Awards program that recognizes organizations that have made important contributions through their products and programs to the education industry in the past year.

Born out of neuroscience research at the University of California, Irvine, MIND's unique approach to teaching math accesses the brain's innate "spatial temporal" reasoning ability. This ability allows the brain to hold visual, mental representations in short-term memory and to evolve them both in space and time, thinking multiple steps ahead. MIND's approach consists of language-independent, animated representations of math concepts delivered via computer software games. Self-paced and self-motivating, the Spatial Temporal (ST) Math™ programs provide students with immediate, instructive feedback, and deepen problem-solving and reasoning skills. Students gain confidence in their skills and a desire to advance their mathematical knowledge.

A panel of leading education industry experts selected the finalists for the EdNET 2008 Industry Awards, which is sponsored by The Heller Reports and Quality

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Education Data (QED), a Scholastic company and leading provider of integrated marketing services for the pre-K through higher education markets.

The EdNET Pioneer Award is given to the organization that has most significantly contributed to the growth of the education market over the previous year.

“We’ve identified nine organizations who personify the thought leadership of our industry. Their products break the boundaries of traditional teaching and learning and provide students and teachers with new and exciting opportunities. These companies are influencing the future of our nation with their dedication and imagination,” said Michael Jay, president of Educational Systemics, the coordinators of this year’s Industry Awards Program.

“More than ever the education business community is challenged with providing innovative solutions to address the varying needs and challenges of today’s students. This year’s EdNET Industry Award finalists have raised the bar, demonstrating the visionary capabilities of our industry. We’re honored to have the opportunity reward their work at the EdNET conference,” said Andy Lacy, president of QED.

Award winners will be announced on Sept. 16, 2008, during the EdNET Conference in Boston.

For more information about the awards program, visit [www.EdNETconference.com](http://www.EdNETconference.com) or phone 800.525.5811, ext. 9421. For more information about MIND Research Institute, visit [www.mindresarch.net](http://www.mindresarch.net) or phone 714.751.5443.

### **About EdNet**

The EdNET Industry Awards program was created in 1992 to champion the efforts of progressive organizations helping to revitalize the nation’s educational system. The program has become a focal point of the EdNET Conference, the education market’s premier annual networking conference produced by The Heller Reports, a Quality Education Data company. The EdNET Conference brings together education

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executives, school administrators, and policymakers to network and build strategic business partnerships. The EdNET 2007 Conference will be in Boston, September 14-16. For more information about the EdNET Conference and awards program, visit [www.EdNETconference.com](http://www.EdNETconference.com) or phone 800.525.5811, ext. 9421.

### **About MIND Research Institute**

The MIND Research Institute is a neuroscience and education research based, non-profit corporation. MIND applies its distinctive visual approach to illustrating concepts and building problem-solving skills as the basis for innovative, research-proven math education programs for elementary and secondary schools. The programs include the ST Math™ patent-pending instructional software for K-5 students, ST Math™: Algebra Readiness for intervention at the secondary level, and Algebra Readiness: Blueprint for the Foundation of Algebra a comprehensive program featuring a textbook and integrated courseware. The visual approach taps into each student's innate ability to do spatial-temporal (ST) reasoning and problem-solving, and is effective at engaging students at all levels of language or academic proficiency. There are currently 400 schools in California, Texas and 17 other states, and more than 70,000 students and 4,500 teachers participating in the program. For more information, visit <http://www.mindresearch.net>.

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