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## **My Reading Tutor™ For Nintendo DS Continues To Win Top Honors and Awards from Moms and Educators**

*Mom Blogs, Parents, Educators and Kids Love “the Tutor”*

BOULDER, CO (February 2011) – The kudos and praise keep on coming. Since the release of the original My Virtual Tutor: Reading, and its follow-up My Reading Tutor, this series from **Mentor Interactive®** has received numerous awards, fantastic reviews and importantly the satisfaction of helping hundreds of thousands early readers sharpen their skills.

The company that merges entertainment, education and technology- impresses with its latest **My Reading Tutor™** which hit shelves to the delight of parents, educators and kids. The game provides a fun and interactive way to improve children’s reading and comprehension skills exclusively on the Nintendo DS™.

Most recently Children’s Technology Review (CTR), a national magazine and website geared toward parents, teachers and marketers dedicated to helping teachers, librarians and parents better use computers and children’s new media products, awarded My Reading Tutor its prestigious, Editor’s Choice award! CTR’s Editor’s Choice Award is given to only the highest quality children’s products in the interactive media category, stated Warren Buckleitner, Editor of CTR who covers Children’s Technology, Child Development and Children’s Education.

**My Virtual Tutor: Reading DS** has been honored by the top toy awards in its category including Dr. Toy’s Best Picks, iParenting Media Award. Mom’s Choice Award and the Tillywig Toy Awards; proving it to be a great choice for quality “edutainment.” My Reading Tutor also received the prestigious *iParenting Media Award*.

Both titles have received overwhelming positive reactions and reviews from hundreds of Mommy Blogs that have an estimated total audience of millions. They rave about My Reading Tutor:

According to Catherine from HomeSchool Blogger.com who reviewed the game, *“As a parent, I often struggle with my children about video game content. That is not a problem with My Reading Tutor. The more they play, the more basic phonics and reading skills are reinforced. There is also a parent mode to check your child’s progress, which I thought was a very wise feature.”*

The original **My Virtual Tutor: Reading and My Reading Tutor** are based on the “Foundations to Literacy” program developed at the Center for Computational Language and Education Research at the University of Colorado, Boulder, and re-enforce pre K to 2<sup>nd</sup> Grade early readers reading and comprehension skills while helping children build confidence to become independent readers.

“**My Reading Tutor** offers a great way for children to enhance their reading skills,” said Brian Kohn, President and CEO of Mentor InterActive, Inc. "This time, we’ve taken an award-winning video, and made it even better so we are excited to see moms loving it and kids wanting to play with it!”

**My Reading Tutor** teaches the eight key phonics and reading concepts and is reinforced through 14 animated storybooks aimed to improve comprehension and fluency. My Reading Tutor is geared towards children in Kindergarten through second grade and is rated E for everyone by the ESRB.

Developed by 1<sup>st</sup> Playable Productions, LLC, **My Reading Tutor** for Nintendo DS is available at mass and specialty retailers throughout North America such as Toy R’ Us, GameStop and Best Buy.

My Reading Tutor is based on the proprietary software developed from six years of research and testing. My Reading Tutor provides a one-on-one approach by having a “tutor” navigate and aid the child throughout the game, puzzles and activities to enhance children’s phonics and reading skills. For More Information on **My Reading Tutor** please log onto [www.thinkSmartgames.com](http://www.thinkSmartgames.com).

For shots, or package fronts, please contact Elena Magg at 973.744.0707 or [Elena.Magg@bhgpr.com](mailto:Elena.Magg@bhgpr.com)

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#### **About Mentor InterActive, Inc.**

Mentor InterActive Inc. based in Boulder, CO was founded in 2004 by faculty members of the Center for Computational Language and Education Research (known at that time as the Center for Spoken Language Research) at the University of Colorado at Boulder. Mentor InterActive publishes and markets interactive software based on the proven

Foundations to Literacy reading program, developed at CLEAR through a license granted by the University of Colorado Technology Transfer Office. Mentor also holds licenses from the University of Colorado for speech recognition and facial animation technologies. Mentor InterActive holds a license to develop for Nintendo DS™ and Wii™. The company's management team brings decades of business development and marketing experience to the production process. Mentor InterActive was named the 2009 Physical Science/Engineering/IT Company of the Year by the University of Colorado Technology Transfer Office.