Inspiration 9 Earns Gold Honors in 2010 Mom's Choice Awards

Parenting Award Panel of Judges Recognize the Ultimate Visual Thinking and Learning Tool for Educational Value, Design and Appeal

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Inspiration® 9, the ultimate thinking and learning tool to comprehend, create, communicate and achieve more, earned gold honors in the 2010 Mom's Choice Awards® (MCA), honoring excellence in family-friendly media, products and services. Adding to Inspiration Software®, Inc.'s flagship product's growing list of awards and accolades, this recent honor marks Inspiration 9's 12th award since its launch in January 2010.

The MCA seal helps families and educators navigate a vast array of products and services and make informed decisions about quality family-friendly media products and services, which are evaluated on a number of elements including educational value, entertainment value, design, originality appeal and cost. The visual learning software for grade 6 to adult was evaluated for this honor by a panel of judges including experts in education as well as children, librarians, performing artists, authors and scientists.

The prestigious panel of MCA judges the evaluated Inspiration 9 for this honor included Dr. Twila C. Liggett, 10-time Emmy-winner, professor and founder of PBS's "Reading Rainbow"; Julie Aigner-Clark, creator of Baby Einstein and The Safe Side Project; Jodee Blanco, "New York Times" bestselling author; Priscilla Dunstan, creator of the Dunstan Baby Language; Patricia Rossi, host of NBC's "Manners Minute"; Dr. Letitia S. Wright, host of the Wright Place TV Show; and Catherine Witcher, M.Ed., special-needs expert and founder of Precision Education, Inc.

"It is exciting to add another award from the parenting community to the list of honors that Inspiration 9 has earned this year," said Mona Westhaver, president and co-founder, Inspiration Software. "As parents, grandparents and other family members think about gifts this holiday season, they might wish to consider how visual learning software, such as Inspiration 9, can help the learners in their lives build the thinking skills necessary for success in school, careers and life."

New in Inspiration 9 is the Presentation Manager, which learners use to create organized and compelling presentations to present and communicate their knowledge and work. The Presentation Manager automatically creates bulleted slides and graphics from a student's diagram, mind map or outline. Learners use this as the starting point to build their oral

presentation and handouts and then add slides, speaker notes, talking points, graphics, video and sound to emphasize their points. Once their presentations are complete, they can play them directly from Inspiration 9 or from any Macintosh® or Windows® computer, using the Inspiration Presenter available on the installation CD and downloadable from http://www.inspiration.com.

Inspiration 9 also features more visual ways to think and learn, including Map View, which allows learners to create and think in mind maps, another proven visual learning methodology that promotes better understanding of relationships and connections among ideas and helps retain information. Mind maps capture information in a natural, free-flowing style. With Map View, learners build visual models, adding ideas branching off a central topic with just one click, and reorganize ideas by simply grafting one branch to another. Graphic images, colors and fonts allow learners to embellish, differentiate and emphasize their ideas. Just like with idea maps, concept maps, graphic organizers and other diagrams created with Inspiration, the process of building a mind map is fluid and visual, complementing the natural way that students think and expand on ideas. As with other diagrams created with Inspiration, mind maps can be instantly transformed into outlines to support the writing process.

MCA judges are bound by a strict code of ethics that ensures expert and objective analysis free from any manufacturer association. The evaluation process uses a proprietary methodology in which entries are scored on a number of elements including production, quality, design, educational value, entertainment value, originality, appeal and cost. For more information about Inspiration 9, go to http://www.inspiration.com/inspiration, "like" the company on Facebook or follow @InspirationSW on Twitter. In addition, educators can connect and share their passion for learning strategies and education on Inspiration Software's blog, Thinkspiration™.

About Inspiration Software, Inc.
Recognized as the leader in visual thinking and learning, Inspiration Software, Inc.'s award-winning software tools, Inspiration, Kidspiration® and InspireData®, are based on proven visual learning methodologies that help students think, learn and achieve. With the powerful combination of visual learning and technology, students in grades K-12 learn to clarify thoughts, organize and analyze information, integrate new knowledge, and think critically. Founded more than 25 years ago by Donald Helfgott and Mona Westhaver, the company's visual learning software tools are used today by more than 25 million students and teachers worldwide.