Inspiration 9 and Kidspiration 3 Honored With Prestigious Recognition From Consumer Parenting Organization

Inspiration Software's Visual Learning Software Tools Win 2010 iParenting Excellent Products Awards

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Inspiration® 9 and Kidspiration® 3, Inspiration® Software, Inc.'s premier visual learning software tools for learners from kindergarten through adulthood, are both winners of 2010 iParenting Excellent Products Awards. Inspiration and Kidspiration were selected for recognition from iParenting Media from hundreds of products that were submitted for judging in 17 categories. All products submitted for the iParenting 2010 Excellent Products Awards undergo a thorough evaluation process by a variety of reviewers, including experts and families.

"From the youngest age, learners can build the critical-thinking and communication skills necessary for 21st century success with our visual learning software tools, Inspiration and Kidspiration," said Mona Westhaver, president and co-founder, Inspiration Software. "Recognition for our visual learning tools from parenting organizations, such as this honor from iParenting Media, is a testament to the fact that parents around the country understand how effective Inspiration and Kidspiration are at helping children develop strong thinking and learning skills."

Inspiration 9 is the ultimate thinking and learning tool to comprehend, create, communicate and achieve more. This is the second honor from a parenting organization for Inspiration 9, the newest version of the company's visual learning software for learners grade six to adult, which debuted less than six months ago. The visual learning software was also recently honored with the prestigious 2010 Software & Information Industry Association CODiE award.

Inspiration 9 is designed to offer an essential framework for thinking – helping students use 21st century skills to achieve more in all subject areas. Learners use Inspiration to build graphic organizers, including concept maps, webs and idea maps; to visualize and develop ideas; understand and retain concepts; plan and organize work; and communicate and present knowledge. Research shows that visual learning is one of the best methods for teaching thinking skills. Visual learning techniques – graphical ways of working with ideas and presenting information – teach students to clarify their thinking and to process, organize and prioritize information.

When students learn with Inspiration, they build strong critical-thinking, writing and organization skills, as well as good communication skills to effectively share their knowledge

and understanding. Used by millions around the world, the software is considered the gold standard of visual learning tools.

Kidspiration 3, the visual learning software for students in kindergarten through grade 5, supports young learners as they strengthen reading and writing skills, build conceptual understanding in math, and develop thinking skills across the curriculum. Launched in January 2008, Kidspiration 3 now boasts more than 20 awards and accolades from top parenting, education and technology industry organizations.

In reading and writing, Kidspiration builds children's word recognition, vocabulary, comprehension and written expression using visual tools that combine pictures, text and spoken words. With the visual math tools in Kidspiration, children build a strong mathematical foundation for reasoning and problem-solving by using visual representations to understand math concepts.

Using the software's library of more than 3,000 symbols, children can create graphic organizers including webs, concept maps and Venn diagrams to express their ideas, explore ideas and relationships, and develop understanding. The symbol search capabilities allow them to find the right symbols to express their thoughts and ideas. Students can also use Symbol Maker to create their own symbols, or they can import their own images.

For more information about Inspiration 9 or Kidspiration 3, go to http://www.inspiration.com.

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.