



Inspiration 9 and Kidspiration 3 Honored in 2010 "Creative Child Magazine" Awards

Visual Learning Software Tools Selected by 100 Moms and Educators as Products That Nurture Children's Creativity

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Inspiration® Software, Inc., announced today that "Creative Child," a national bi-monthly magazine that provides parents with the latest information on how to nurture their children's creativity, honored both Inspiration® 9 and Kidspiration® 3 in its 2010 awards program. "Creative Child Magazine's" Awards Program is unique in that all products submitted are reviewed by moms and educators at a two-day event attended by more than 100 guest reviewers.

"Creativity is considered one of the core components of the 21st century skills that today's students must develop to be successful in our connected, information-based, rapidly changing world," said Mona Westhaver, president and co-founder, Inspiration Software. "Research supports that both technology and visual learning can help students build creativity and the strong critical-thinking, problem-solving, collaboration and communication skills needed for success in school and in life. This makes it particularly exciting to have our visual learning software tools, Inspiration and Kidspiration, honored by mothers and educators for helping kids think and learn creatively."

Kidspiration 3, the visual learning software for students in kindergarten through grade 5, took top honors, winning the 2010 Media of the Year Award in the Kids Educational Interactive Software category. Kidspiration 3 supports young learners as they strengthen reading and writing skills, build conceptual understanding in math, and develop thinking skills across the curriculum. Kidspiration 3 has earned more than 20 awards from the education, technology and parenting communities since its debut in January 2008.

Inspiration 9, the ultimate thinking and learning tool to create, communicate and achieve more, earned the 2010 Seal of Excellence Award in the Teens Educational Interactive Software category. For Inspiration 9, this honor from mothers and educators is one of 10 awards that it has received since its launch in January 2010. New capabilities in Inspiration 9, such as support for creating presentations and additional visual learning methodologies, provide an essential framework for thinking and help students develop 21st century skills.

Both visual learning software tools will be featured in "Creative Child Magazine's" holiday issue, distributed in Nov. 2010.

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.