



Inspiration Software's Family of Visual Learning Software Tools Moves to the Finalist Round of the 2010 SIIA CODiE Awards

Leader in Visual Thinking and Learning One of Six Education Companies With Three or More Products Named as Finalists in Celebrated Award Program

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All of the members of Inspiration® Software, Inc.'s family of visual learning software tools are finalists in the 2010 Software & Information Industry Association (SIIA) CODiE Awards. The leader in visual thinking and learning was one of six education companies with three or more products reaching the finalist round in this celebrated awards program showcasing the software and information industry's finest products and services.

The company's flagship visual learning software, Inspiration®, is a finalist in the Best Instructional Solution in Other Curriculum Areas category. Kidspiration® earned finalist honors in the Best Education Technology Solution for Productivity/Creativity category, and InspireData® was honored in the Best Social Studies Instructional Solution category.

The three widely adopted visual learning software tools are among 88 products from 54 companies selected as finalists from more than 327 nominations submitted by 124 companies. Nominated products underwent an intensive review by subject matter experts, analysts, journalists and others with deep experience in the field.

"As our family of visual learning software tools has grown, we have based developments on our ongoing conversations with the talented, creative teachers who use Inspiration, Kidspiration and InspireData to help their students think and learn," said Mona Westhaver, president and co-founder, Inspiration Software. "It is a great honor to have all three of our products recognized as finalists in the SIIA CODiE Awards in the same year for the first time."

Inspiration is the ultimate thinking and learning tool to comprehend, create, communicate and achieve more. When students grade six to adult learn with Inspiration, they build strong critical-thinking, writing and organizational skills, as well as good communication skills to effectively share their knowledge and understanding. Used by millions of students and teachers around the

world, the software is considered the gold standard of visual learning tools. Inspiration is designed to offer one convenient place for students to successfully plan, research and complete projects in all subject areas. Learners use Inspiration to build graphic organizers, including concept maps, webs and idea maps; to plan and organize; research and evaluate; and comprehend and communicate.

Created for K-5 learners, Kidspiration is the visual way to explore and understand words, numbers and concepts. Kidspiration supports children as they strengthen reading and writing skills, build conceptual understanding in math, and develop thinking skills across the curriculum. 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.

Students in grades 4-12 use InspireData, the visual way to explore and understand data, to build critical data analysis skills. Applying the proven strategies of visual learning to data literacy, InspireData helps students discover meaning as they collect and explore data in a dynamic inquiry process. In social studies, students use InspireData to understand patterns and relationships. Dynamic tables and graphs give students a visual way to analyze statistics, illustrate data sets and identify historical and economic trends. Students and teachers collect data using InspireData's e-Survey tool, library and Internet research, or one of the ready-to-use InspireData social studies databases. Students explore the best ways to represent and analyze their data by experimenting with multiple plot types such as Venn diagrams, and bar, stack, axis and pie charts. Students strengthen research skills by recording their observations and analyses using the Notes area and Slide Show tool.

"This is the 25th year we have recognized excellence through the CODiE Awards program," noted Ken Wasch, president, SIIA. "The competition is always tough, and in this economic climate, companies are doing even more to innovate. Excellence within the education technology industry shines through in the products selected as finalists, and we are very excited to see how the voting goes this year."

The products that qualified will now be reviewed by members of SIIA, who will vote on winners for all 24 categories. The winners will be announced at a special CODiE Awards Dinner on May 24th, which will be held in conjunction with the 2010 Ed Tech Industry Summit.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit www.sii.net.

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.