



Inspiration Software's Premier Visual Learning Tools Earn "Best Products 2010" Honors From iParenting Media Awards

Inspiration and Kidspiration Kick Off New Year With Endorsement From Top Online Parenting Community

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Inspiration® Software's premier visual learning tools have kicked off the new year with 2010 Best Products Honors from iParenting Media. Inspiration® and Kidspiration® were selected for the recognition from hundreds of products that were submitted for judging in 17 categories.

All products submitted for the iParenting Media Awards Best Products of 2010 underwent a thorough evaluation process by a variety of individuals, including experts and families. This recognition marks both visual learning software tools' third honor from the parenting community in the last two months.

“Having Inspiration and Kidspiration earn recognition as two of the best products of 2010 from iParenting Media is a great way to start the new year,” said Mona Westhaver, president and co-founder, Inspiration Software. “It is particularly exciting to know that the parenting community understands the important role that visual learning plays in helping students build thinking and learning skills.”

For Inspiration, being named among the Best Products of 2010 by iParenting Media falls closely on the heels of the early January launch of the next generation of the bestselling visual learning software. With Inspiration 9, students will comprehend, create, communicate and achieve more. 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.

The iParenting Media Award Best Products of 2010 is the 19th award for Kidspiration 3 since its launch in early 2008. 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.

About iParenting Media

iParenting.com, an online community for parents and parents-to-be, is part of Disney Online's network of family-focused Web sites including Disney Family.com, FamilyFun.com and Wondertime.com. Founded in 1996, the company has grown from a single pregnancy site,

www.PregancyToday.com, to an award-winning network of more than 40 sites, in English and Spanish. The iParenting sites address a range of parenting issues from preconception through raising teenagers and beyond. iParenting Media's Editor-in-Chief Elisa Ast All, MSJ, writes a monthly newspaper column and co-hosts a Chicago-based radio show, Points on Parenting. iParenting Media produces the highly respected iParenting Media Awards program, an ISO9001:2000 certified product review and awards program. Consumers can learn more about products winning iParenting Media Awards, and where to purchase the products via a retailer network online directory, by visiting <http://www.iParentingMediaAwards.com/consumer>.