



**ABCmouse.com *EARLY LEARNING ACADEMY*
IS BRINGING LEARNING TO LIFE[®] WITH FOUR NEW
SERIES OF ENGAGING EDUCATIONAL
iPHONE/iPAD MOBILE APPS**

ABCmouse.com Announces Interactive Children's Books and Interactive Environment Apps Including ABCmouse.com Aesop's Fables Series, ABCmouse.com Beginning Reader Series: Word Families, ABCmouse.com presents Search and Explore Series,[™] and the Interactive Environment Series: Visit the Zoo

December 15, 2010 (Glendale, CA)—[ABCmouse.com](http://www.ABCmouse.com) *Early Learning Academy*, a pioneering educational website for children ages 2 through 6 (preschool through kindergarten), announced today the release of a new collection of interactive apps for the iPad, iPhone, and iPod touch. These highly innovative mobile apps offer engaging and powerful features to enhance early learning.

The apps being released introduce three children's books series from ABCmouse.com *Early Learning Academy's* online curriculum: the ABCmouse.com Aesop's Fables Series, the ABCmouse.com Beginning Reader Series, and the ABCmouse.com Search and Explore Series. The first titles to be released in these series are six beautifully illustrated interactive children's books: *The Boy Who Cried Wolf*, *The Tortoise and the Hare*, *Big Bug and Little Bug*, *The Hen in the Pen*, *Dan and Jan*, and *Search and Explore: The Grand Canyon*.

The fourth mobile app series release is *Visit the Zoo Interactive Environment*, from the ABCmouse.com Interactive Environment Series, in which zoo animals come to life with photo-realistic animations in natural environments. The ABCmouse.com *Visit the Zoo Interactive Environment* includes fascinating animal facts and fun quizzes that reinforce learning.

"Mobile devices are rapidly becoming an important platform with which to deliver the ABCmouse.com *Early Learning Academy* curriculum into the hands of young children who are using these devices in ever-increasing numbers," said Doug Dohring, CEO of ABCmouse.com's parent company, Age of Learning, Inc. "ABCmouse.com *Early Learning Academy's* educational apps are the first of many that will support our goal of helping young children build a strong foundation for future academic success."

Age of Learning, Inc.

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www.ABCmouse.com • Media@AgeofLearning.com

ABCmouse.com’s interactive children’s books are designed with child-friendly features that take full advantage of mobile device touch-screen functionality. These include professional narration, realistic page turning, animated images and the ability to touch individual words to hear them. Books in the Aesop’s Fables Series and Beginning Reader Series also provide Parent Tips, written in collaboration with child literacy experts, that offer specific suggestions of things to do and talk about with young readers to support the development of their ability to relate letters to the sounds that they represent (phonics) and to support children’s vocabulary development and comprehension.

Deluxe editions of these interactive children’s books will soon be available and will include multilevel puzzles and memory match games featuring the art, themes, and vocabulary.

As with all elements of the ABCmouse.com *Early Learning Academy* curriculum, these educational apps were developed in close collaboration with nationally recognized early childhood education experts, including 2006 National Teacher of the Year Kimberly Oliver-Burnim and Dr. Rebecca Palacios, a Founding Director of the National Board for Professional Teaching Standards.

“These new mobile apps series and the many future apps to be released by ABCmouse.com can be a big help in preparing young children for kindergarten and elementary school,” said Ms. Burnim. “They help teach fundamental skills that support learning to read—vocabulary, phonics, sight words, and comprehension—and they do it in ways that children find highly engaging and fun. With applications like these, mobile devices can become very powerful learning tools.”

ABCMouse.com Books

ABCMouse.com Aesop’s Fables Series (Now available through the iTunes App Store)

(First two title releases, \$.99 each)

- *The Boy Who Cried Wolf*
- *The Tortoise and the Hare*

The ABCmouse.com Aesop’s Fables Series brings these classic tales to life with stunning illustrations, professional narration, and an easy-to-read font. Each fable includes Parent Tips, written in collaboration with child literacy experts, which offer specific suggestions of things to do and talk about with young readers to support their vocabulary development and comprehension. Also contained in each book app is a richly illustrated glossary that provides child-friendly definitions.

ABCMouse.com Beginning Reader Series: Word Families (Now available through the iTunes App Store)

(First three title releases, \$.99 each)

- *Big Bug and Little Bug* (the –ug word family)
- *The Hen in the Pen* (the –en word family)
- *Dan and Jan* (the –an word family)

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The ABCmouse.com Beginning Reader Series: Word Families introduces young learners to the joys of reading through stories that emphasize word families (groups of words with the same ending sound, such as *hot*, *pot*, and *not*). Each story in the Beginning Reader Series is told in an engaging rhyming format in which words from the featured word family appear frequently.

Three reading modes are available with all ABCmouse.com's interactive Beginning Reader Series books, as are Parent Tips, which are written in collaboration with child literacy experts, which offer specific suggestions of things to do and talk about with young readers to support the development of their ability to relate letters to the sounds that they represent (phonics).

ABCMouse.com Search and Explore Series (Available soon through the iTunes App Store)

(First title release, FREE download, 32-page book and separate full-length original song teaching Grand Canyon facts)

- ***ABCMouse.com presents Search and Explore: The Grand Canyon***

The Search and Explore Series teaches young children about geography, national landmarks, and points of interest around the world through engaging stories featuring computer mice that come to life as **ABC Mouse™**, **1•2•3 Mouse™** and **Do-Re-Mi Mouse™** (ABC Mouse is a proficient reader and speller; 1•2•3 Mouse is expert with numbers, counting, measurement, and quantities; and Do-Re-Mi Mouse is a talented artist—lyricist, vocalist, musician, painter and more).

The first title, *ABCMouse.com presents Search and Explore: The Grand Canyon*, will soon be available **FREE** on iTunes.

ABCMouse.com Interactive Environment Series

ABCMouse.com Interactive Environment Series

(First title release, \$.99 each)

- ***Visit the Zoo Interactive Environment, Set 1 (Elephants, Zebras, Penguins, Lions, and Pandas)***

ABCMouse.com *Visit the Zoo Interactive Environment* apps feature five popular zoo animals per set. Each animal comes to life with photo-realistic animations in its natural environment. Touching an animal brings up one of a series of interesting and educational facts about the animal—characteristics, anatomy, diet, etc. After visiting the exhibit, children can join the Zoo Guide for an interactive quiz relating to the information learned throughout their tour of the zoo.

About ABCmouse.com

[ABCMouse.com](http://www.ABCmouse.com) *Early Learning Academy* provides parents and teachers with a safe, engaging online environment where young children can learn their ABC's using a computer mouse, thus the name ABCmouse.com. The goal of this new and unique learning experience is to help children build a strong foundation for future academic success by providing engaging educational content

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that supplements and supports preschool, pre-k, and kindergarten programs in the subject areas of reading, mathematics, social studies, beginning science, art, and music. The site's comprehensive curriculum, developed in collaboration with nationally recognized early childhood education experts, offers a depth and breadth of educational content for early learners never before seen in one location on the web. From *ABC's* and *123's* to *Thank You* and *Please*, ABCmouse.com is "Bringing Learning to Life" by offering more than 2,000 individual learning activities—online books, games, songs, puzzles, art activities, and printables—contained within more than 350 custom lesson plans spanning six academic levels. The company has filed multiple patents related to their uniquely designed educational content delivery methods and systems.

For information about ABCmouse.com you can visit these links:

Links:

www.ABCmouse.com

www.ABCmouse.com/AboutUs

www.ABCmouse.mobi

Direct links to each mobile app on iTunes:

ABCMouse.com Aesop's Fable Series: [The Boy Who Cried Wolf](#)

ABCMouse.com Aesop's Fable Series: [The Tortoise and the Hare](#)

ABCMouse.com Beginning Reader Series: [Big Bug and Little Bug](#)

ABCMouse.com Beginning Reader Series: [The Hen in the Pen](#)

ABCMouse.com Beginning Reader Series: [Dan and Jan](#)

ABCMouse.com presents Search and Explore: The Grand Canyon (coming soon)

Interactive Environment Series: [Visit the Zoo, Set 1](#) (Elephants, Zebras, Penguins, Lions, and Pandas)

Introduction (Sizzle Reel): www.ABCmouse.com/sizzle

Electronic Press Kit: www.ABCmouse.com/EPK

Facebook: www.facebook.com/ABCMouse

Assets: www.ABCmouse.com/assets

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