



FOR IMMEDIATE RELEASE

Super Duper HearBuilder® Educational Software Wins Mom's Choice Award®

Greenville, SC – July 25, 2011 - Super Duper Publications has received the *Mom's Choice Award* for its *HearBuilder Following Directions with 40 Basic Concepts* educational software program.

<http://www.hearbuilder.com/followingDirections/>

The *Mom's Choice Awards* establish the benchmark of excellence in family-friendly media, products, and services. Each year an esteemed panel of educators, media professionals, performing artists, producers, medical and business professionals, authors, scientists, librarians, parents, and children evaluate the latest educational materials <http://www.momschoiceawards.com/learn.php>. The MCA judges score each product submission on production quality, design, educational value, entertainment value, originality, appeal, and cost.

HearBuilder Following Directions is an evidence-based software program that helps children ages 4-9 improve their ability to listen to and follow directions as they become *Master Toy Makers* and build their own virtual *Toy Central Factory*. It helps children learn 40 basic concepts in a step-by-step process where the difficulty level gradually increases. *Following Directions* has an exciting, motivating game format with bright, colorful animation to encourage children to have fun while learning.

Ben A., a parent from Chicago, Illinois, commented on his son using the *HearBuilder Following Directions* program. "I ordered this DVD (NOTE: CD?) for my 6-year-old son who has an auditory processing disorder, and he took to it right away. He is very visual and liked the animations very much. At first we sat him down in front of the computer to do the exercises, but within a short time, he was opening the program and doing the drills on his own. He's learning and doesn't realize it, because he's having so much fun. I'm sure there's a parental bias on my part, but since he started using this program, I feel that he has had a significant improvement in his listening skills in general, and a huge improvement specifically in his ability to follow directions."



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This is the sixth award for *HearBuilder Following Directions*, as the others include *Family Choice*, *The National Parenting Center*, *Parents' Choice*, *Teachers' Choice*, *Tech & Learning*, and *Dr. Toy*.

<http://www.hearbuilder.com/followingDirections/awards.aspx>

The *HearBuilder* educational software series also includes *Sequencing with 2-6 Step Sequences*, *Auditory Memory — Strategic Memory Training for Listening*, and *Phonological Awareness — Sound Awareness for Reading*. All *HearBuilder* software has a Professional as well as a Home edition. Each Professional Edition allows educators to set learning objectives, monitor student progress, establish difficulty levels, track data, adjust volume, set background noise, and print multiple reports. The Home Edition allows up to four children to use the software, monitors progress, has selected background noise settings, and prints basic reports.

<http://www.hearbuilder.com/>

Super Duper Publications creates fun educational materials for children with special needs and communication or language delays. The Super Duper website offers a wide variety of products for teachers, therapy professionals, and parents to use with children in a classroom, therapy setting, and at home.

For more information on all the *HearBuilder* software programs, visit www.hearbuilder.com. To see the full line of Super Duper products, visit www.superduperinc.com.

