



NEW HIGH SCORE CONTEST WEBSITE

Birmingham, AL – August 25, 2007 – Competition among peers and classmates has proven to be an excellent motivator for students, and now Learning Through Sports is proud to support the creation of high score contests among *Kid's College* students. Learning Through Sports launched the new KC Contest website (www.kccontest.com), featuring a leaderboard and prizes, in summer 2007.

Teachers, principals, administrators, and district personnel now can create and manage their own contests at the class, school, and district levels using a simple online management tool. There, they can set contest deadlines and parameters, add sponsors, prizes, logos, and more.

On a larger scale, Learning Through Sports will host state and national *Kid's College* high score contests.

Students constantly check www.kccontest.com to see how they rank on the leaderboard. *Kid's College* usage – especially after school hours – is expected to go through the roof once students begin competing in class, school, and bigger contests!

About Learning Through Sports:

Learning Through Sports, Inc.® is a leading educational publisher of digital game-based learning programs for K-12. The company publishes *Kid's College*, a math & literacy intervention program that has proven effective in raising test scores for underachieving students, and *STAR Sportsmanship*, the first interactive sports video game to teach sportsmanship.

Both web-based programs combine athletics with academics to better motivate today's students, who demand an engaging learning experience. Our goal is to create *Motivated Students* using *Motivated Learning*, and scientific research affirms that our unique, digital game-based content delivery methodology works.

LTS also launched the **MySportsmanship.com** (www.mysportsmanship.com) and **KC Contest** (www.kccontest.com) social networking websites in summer 2007. For more information, call toll free (866) 552-9192 or visit www.learningthroughsports.com.

About *Kid's College*:

Kid's College® is the first program to combine online sports video games and K-8 Math and Literacy standards-based instruction to motivate even the hardest to reach students. *Kid's College* features STRIDE™ Prescriptive Technology that automatically adjusts level of difficulty based on performance, taking a student where he/she can succeed. *Kid's College* helps teachers target instruction by providing weekly auto-emailed reports to quickly identify skill gaps for individual students or groups of students.

Schools across the nation have driven motivation to a whole new level and improved their scores on annual standardized tests using *Kid's College*. For Success Stories, a demo and more, visit www.learningthroughsports.com/kids_college.html.

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