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Students Need to Think Fast to Practice Math and Word Skills with New Electronic Learning Games from Educational Insights

RANCHO DOMINGUEZ, Calif., June 30th, 2008 – As the summer heat builds, Educational Insights is offering cool new ways for students to learn quick-thinking skills with its electronic learning games, Freeze Up! and Digitz. Freeze Up! is the frantic category name game that challenges students to name something that begins with a specific letter in one of 170+ think-quick categories. With Digitz, students race against time to complete five fun games which help them master their multiplication skills.

Digitz (Ages 8 and up)

Students race the clock to become a “Multiplication Master” with Digitz, a portable electronic learning aid that makes multiplication practice fun. Digitz offers five games that reinforce important multiplication skills, such as multiples (skip counting), memorization of facts, identifying factors, finding factor pairs, and sequencing. Problems appear on an LCD screen, and players enter their answers by pressing colorful paddles that feature bright LED numerals.

With each answer, Digitz offers motivating lights and cool sound effects that make multiplication exciting. Students will want to play again and again to improve their accuracy and time - playing their way to success with math! Digitz is self-correcting, making it an excellent tool for independent practice at school or at home. Includes a headphone jack for quiet classroom play. Use with AC adapter (not included) or with 3 C batteries (not included). For 1 player.

Freeze Up! (Ages 8 and Up)

Students put their minds to the test with this keep-your-cool electronic countdown category game. Students are given one of 170+ think-quick categories, and asked to name something in that category that begins with a specific letter. Students must answer before their time is up, or they're frozen out of play. If stumped, students can press the New Letter button to receive a dif-

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ferent letter choice, or the New Category button for a different category choice. Freeze Up! features two challenging ways to play – nail-biting AUTO mode and self-paced MANUAL mode. It includes a built-in timer and scorekeeper, crystal-clear speech, and fun sound effects. Requires 3 AA batteries (not included). For 2 to 8 players.

Pricing and Availability

Freeze Up sells for \$29.99. Digitz sells for \$49.99.

About Educational Insights

Educational Insights, Inc., a subsidiary of Learning Resources, has, for over 40 years, brought to market award-winning educational products that engage, entertain, and educate. The design and development of the company's products is spearheaded by an editorial team of seasoned, professional educators. This, coupled with the fact that the company's products are in use in virtually every elementary school throughout the nation, insures the highest design and instructional integrity in all the company's offerings. The company's product lines include educational toys and games, test prep systems, classroom resources, and electronic learning aids. Educational Insights' products are available through specialty toy stores, teacher supply stores, and educational dealers everywhere.

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