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**CLUE: WHAT REVOLUTIONARY TEACHING TOOL HAS KIDS CLAMORING TO STUDY?**

**Response: What is Classroom Jeopardy!®**

April 1, 2011 (Gardena, CA) – Students across America are excited about studying, thanks to Classroom Jeopardy®!, the interactive teaching tool from Educational Insights® that turns ho-hum classroom review sessions into an interactive game show that plays just like Jeopardy!® on TV, complete with buzzers, Daily Doubles, Jeopardy! music, and even the voice of Alex Trebec!

Best-selling Classroom Jeopardy! enables teachers to create customized Jeopardy! games for their students, featuring content based on the curriculum they are currently studying. New for 2011, teacher-created games can feature images, videos, music and other sound effects, math equations, romance languages, and more, engaging students with modern-day media and using the familiar game-show format to make learning, well, ... fun!

The new Classroom Jeopardy! (EI-8000) retails for \$499 and includes a three-screen scoreboard with built-in speakers, three student/team buzzers, a teacher remote featuring an LCD answer screen and texting buttons for team name and score entry, Clue Studio software to build custom games, three write-on/wipe-off wager paddles, a flash drive, all necessary hardware and cables, and a hard-plastic carrying/storage case. Purchasers will also have access to thousands of teacher-created games at ClassroomJeopardy.com, as well as nearly 20 downloadable set up and usage videos. Additional scoreboards, remotes, and flash drives are sold separately. The new unit will not be compatible with old accessories, however previously created games can be easily updated through Clue Studio to work with the revamped version.

In addition, to celebrate the launch of the new Classroom Jeopardy! and to honor teachers everywhere, Educational Insights is thrilled to announce that it is the official and exclusive sponsor of the first-ever Jeopardy! Teachers Tournament, airing May 2-13, 2011. Jeopardy!'s first new tournament in 12 years will feature 15 K-12 teachers from around the country competing over a two week period. Teachers comprise the largest percentage of Jeopardy! applicants and the Teachers Tournament is expected to draw a large teacher viewership.

Based in Southern California, Educational Insights® is the manufacturer of unique, innovative, and modern products that deliver the highest quality educational content in ways that are relevant and appealing to kids, parents, and teachers alike.

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