



NEW ACADEMIC COACHING PROFESSIONAL DEVELOPMENT PROGRAM

Birmingham, AL – August 1, 2007 – Learning Through Sports, Inc.® today launched a new professional development program to assist administrators and educators to better utilize student data and differentiate their teaching. LTS has now hired more than 30 “Academic Coaches” to meet the demand from educators for this service.

LTS Academic Coaches stay aware of best practices for maximizing the success of students, educators and administrators who use *Kid's College*. Academic Coaches are a valuable resource for hands-on training on the *Kid's College* suite of tools, including STRIDE™ Prescriptive Technology, Automatic Skills Gap Assessment, Executive Reporting Auto-Email Service, and Customized Instructional Gameplans.

Kid's College has already been proven to raise test scores and significantly boost motivation to learn during class time and after school hours. LTS Academic Coaches will help take our motto, *Motivated Students, Motivated Learning*, to a whole new level in the 2007-08 school year.

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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