

***Building Thinking Skills*® Software Earns Gold from Mom's Choice Award's®**

Interactive learning and rescue adventure software, based on the #1 selling thinking skills program in the world, selected as a top product by moms and educators.

Seaside, California & North Bend, Oregon (March 25, 2010) – The Mom's Choice Awards® (MCA) has named *Building Thinking Skills*® Level 2 software from The Critical Thinking Co.™ among the best in family-friendly media, products and services. The highly-acclaimed video-game-style educational software took home the 2010 Mom's Choice Awards® Gold medal for excellence.

"Focusing on thinking skills turbo-charges the brain, builds 21st-century skills and unlocks learning potential. The research-based, arcade-style, educational video game is proven to improve grades and test scores, plus it's fun," said Nile Duppstadt, vice president of The Critical Thinking Co.™ and executive producer of the *Building Thinking Skills*® software series. "We take great pride in igniting a passion for thinking and problem-solving. Top honors from the Mom's Choice Awards for teaching kids how to think critically and creatively, is a real tribute to the value of this vital, one-of-a-kind learning tool. "



Recently honored with a [2008 Dr. Toy Award](#), *Building Thinking Skills*® software helps kids build the confidence to succeed in school and in life. The educational game provides highly effective verbal and nonverbal reasoning activities to improve vocabulary, reading, writing, math, logic, and figural-spatial skills, as well as visual and auditory processing. This exceptional computer-delivered skill set provides a solid foundation for academic excellence and success on any assessment test. In the educational software adventure, players become critical thinkers by completing verbal and figural activities in each of the 10 underground levels to rescue Dr. Cognito and restore order to the lab.

The Mom's Choice Awards® is an awards program that recognizes authors, inventors, companies, parents and others for their efforts in creating quality family-friendly products and services. Parents, educators, librarians and retailers rely on MCA evaluations when selecting quality materials for children and families. The Mom's Choice Awards seal helps families and educators navigate the vast array of products and services and make informed decisions.

MCA's esteemed panel of judges includes education, media and other experts as well as parents, children, librarians, performing artists, producers, medical and business professionals, authors, scientists and others. A sampling of the panel members includes: Dr. Twila C. Ligget, ten-time Emmy-winner, professor and founder of PBS's *Reading*

Rainbow, Julie Aigner-Clark, creator of Baby Einstein and the Safe Side Project; Jodee Blanco, *New York Times* best-selling author; Priscilla Dunstan, creator of Dunstan Baby Language; Patricia Rossi, host of NBC's *Manners Minute*; Dr. Letitia S. Wright, D.C., host of the *Wright Place TV Show*; and Catherine Witcher, M.ED., special needs expert and founder of Precision Education, Inc.

MCA judges are bound by a strict code of ethics which ensures expert and objective analysis free from any manufacturer association. The evaluation process uses a propriety methodology in which entries are scored on a number of elements including production quality, design, educational value, entertainment value, originality, appeal and cost.

Award Site: www.momschoiceawards.com

Complete List of The Critical Thinking Co.™ Awards:
www.criticalthinking.com/company/awards.jsp

Product Link: www.criticalthinking.com/BuildingThinkingSkills
Please contact us for high resolution artwork.

Pricing and Availability

The retail price of *Building Thinking Skills® Level 2* software for grades 4-6 is \$36.99. The award-winning title is now available and can be purchased at more than 1,800 specialty teacher and home-schooling retail stores, by calling 1-800-458-4849, or by visiting www.CriticalThinking.com.

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About The Critical Thinking Co.™

Since 1958, The Critical Thinking Co.™ has been a recognized leader in teaching critical thinking skills. The company offers fun, easy-to-use products that develop a wide range of thinking skills and improve standards-based learning in reading, writing, math, science, and history. The company's award-winning books and software empower students with the problem-solving skills needed for success in school and in life. The Critical Thinking Co.™ is recommended by Mensa, Learning Magazine, The Well Trained Mind, Dr. Toy, and Creative Child Magazine, and is used by Sylvan Learning Centers, Club Z In-Home Tutoring, leading U.S. public schools, and gifted and talented programs in 57 countries throughout the world. The Critical Thinking Co.™ guarantees better grades and higher test scores, or your money back.

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