

***Editor in Chief*[®] A1 Software Honored with Mom's Choice Award**

New software from The Critical Thinking Co.[™] wins gold medal

Seaside, California & North Bend, Oregon (October 13, 2010) – The Critical Thinking Co.[™], award-winning publisher of educational books and software for all ages, is proud to announce that *Editor in Chief*[®] A1 software has been honored with a Mom's Choice Award. The grades 4-5 software won a gold medal in the software category.

Editor in Chief[®] A1 software improves students' grammar, punctuation, spelling, capitalization, and attention to detail using a standards-based thinking approach rather than drill and practice. This effective method teaches students to carefully analyze and edit stories that contain errors in writing mechanics and story details.

Students identify and click on errors in each story. Then they select the category and specific rule that applies to each error, prompting the software to correct the error. On-screen instructions, hints, rules, and answers allow students to work, learn, and succeed independently.

The Mom's Choice Awards are known for establishing the benchmark of excellence in family friendly media, products, and services. A panel of judges includes education, media, and other experts as well as parents, children, librarians, performing artists and producers, medical and business professionals, authors, scientists, and others. Some of the board members include Dr. Twila C. Liggett, 10-time Emmy winner, professor, and founder of PBS' *Reading Rainbow*; Julie Aigner-Clark, creator of Baby Einstein and The Safe Side Project; LeAnn Thieman, motivational speaker and co-author of seven *Chicken Soup For The Soul* books; Priscilla Dunstan, creator of the Dunstan Baby Language; Patricia Rossi, etiquette expert and host of NBC's Manners Minute; Dr. Letitia S. Wright, author, movie producer and host of the Wright Place TV show; Catherine Whitcher, M. Ed., special needs expert and founder of Precision Education, Inc.; Bettie B. Youngs, Ph. D., Ed. D., Pulitzer Prize-nominated author of 34 books and director of Professional Development, Inc.; and Carley Knobloch, certified life coach and founder of Mothercraft: Coaching the Modern Mom. The judges are bound by a strict code of ethics that ensures expert and objective analysis free of 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. Judges are especially interested in products that help families grow emotionally, physically, and spiritually; promote goodwill; and are inspirational and uplifting.

Complete List of Critical Thinking Co.[™] Awards:

www.criticalthinking.com/company/awards.jsp

Product Link: http://www.criticalthinking.com/series/097/index_p.jsp

Please contact us for high-resolution artwork.

Pricing and Availability

The retail price of *Editor in Chief*[®] A1 software is \$25.99. The award-winner 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.[™] supplies educational materials to Sylvan Learning Centers, Club Z In-Home Tutoring, leading U.S. public high schools, and gifted & talented programs throughout the world. The Critical Thinking Co.[™] guarantees better grades and higher test scores, or your money back.

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