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Talking Learning Aids Help Young Students Expand Skills

Staying active, developing gross motor skills and acquiring vocabulary are key to new electronic products offered by Educational Insights

RANCHO DOMINGUEZ, Calif., January 23, 2008 – Helping children enjoy physical activity and learn to follow directions are the motives behind the oval-shaped mascot, Mr. Scrambles™. Mr. Scrambles is one of two new electronic learning aids offered by Educational Insights. The other, designed to help students learn Spanish vocabulary words, is the Smart Talk™ Español station.

Mr. Scrambles is a real *crack-up* who helps children develop gross motor skills and learn to follow directions, all while having a great deal of fun. Next up, the Smart Talk Español station allows Spanish-language learners to see an image, hear the Spanish word for that image, and repeat the word until they have added it to their spoken vocabulary.

Mr. Scrambles (Ages 3 and Up)

Wearing a bonnet and a goofy grin, Mr. Scrambles talks, sings and makes children laugh, while directing them in seven *egg-citing* activities. Among the activities children can play are: an Egg Hunt, Pass the Egg, Don't Drop Mr. Scrambles, Mr. Scrambles Egg Race, and Mr. Scrambles Says. Educators can also use the Mr. Scrambles Egg Timer to make timing routines more fun, and can Sing Along with Mr. Scrambles to any of five popular sing-along songs. Mr. Scrambles keeps young children active, while developing important gross motor skills and helping them learn to follow directions.

Mr. Scrambles works with one child or a group of children, ages 3-8. Included is a Mr. Scrambles egg, a giant spoon, and a stand to be used for the suggested games.

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Smart Talk Español Station (Ages 4 and Up)

Smart Talk Español station is an interactive language tutor that is perfect for beginning Spanish-language learners and Spanish literacy programs. A tabletop electronic device, the Smart Talk Español station teaches students 450 “must know” Spanish vocabulary words. Students simply slide a photo vocabulary card (sold separately in card sets) onto the station. The student has three modes of interaction with the device. The **Word** button enables the student to hear the Spanish word associated with the picture, and to press the button repeatedly in order to practice saying the word aloud. The student can then press the **Learn** button to hear the word used in context. Finally, they can press the **Quiz** button to be asked questions about the target word.

There are three Card Sets: Home & Family, School & Community, and Animals & People. Specially programmed and written in Spanish, each set includes 150 5” x 5” cards, featuring full-color photographs on the front and target vocabulary in Spanish and English on the back. Cards can be used with the station, or by themselves.

Pricing and Availability

Mr. Scrambles requires 3 AA batteries (not included) and sells for \$39.99. The Smart Talk Español unit requires 3 AA batteries (not included) or an AC Adapter (sold separately), and is headphone compatible. The Smart Talk Español unit sells for \$79.99, the headphones sell for \$15.99, and the AC Adapter sells for \$9.99. Each Smart Talk card set sells for \$39.99. Also available for \$194.99 is the Smart Talk Español Complete Set, including one Smart Talk Español unit and 450 Smart Talk Cards.

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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