



FOR USE AT WILL
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MY READING COACH™
A READING SPECIALIST FOR EVERY STUDENT

My Reading Coach is the only reading software program that provides a personal reading specialist and speech pathologist for every student. The program offers each student individualized, direct instruction with limitless patience and encouragement.

"Only 23 of our 238 third graders passed the state reading test. After working on My Reading Coach for 15 days, 73% passed the retest. The amazing results convinced me that it works for regular instruction for all students. By investing in My Reading Coach, I am investing in a model teacher for each student."

Melissa Mathis, Former K-8 Curriculum and Title One Director, Chattooga School, Georgia;
currently Director of Curriculum & Instruction, Walker County, Georgia.

My Reading Coach has been proven effective for regular education students, Special Education students and English Language Learners in elementary, middle and high schools. In addition to classrooms nationwide, *My Reading Coach* is widely utilized for home schooling, adult education, corporate learning centers and correctional institutions.

While *My Reading Coach* is highly effective for students and adults of varying reading abilities, several features of the program are providing groundbreaking results for Special Education and English Language Learning (ELL) students.

Special Education is no longer a destination for students who have difficulty learning. It is a launching pad for children who need extra help, tutoring, or coaching. *My Reading Coach* automatically creates an individualized learning plan for students with learning difficulties, effectively prescribing a targeted reading intervention strategy that can easily be tracked and

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monitored. In addition, *My Reading Coach* has proven to build confidence in the most challenged students by providing highly structured, individualized coaching and unlimited practice in a stress-free learning environment. A MindPlay study demonstrated that after 27 hours on the program, a group of second grade Special Education students improved 29 percentile points on the DRP post-test, exceeding gains made by their regular education peers.*

*"My Reading Coach made reading much easier for me
and a lot of kids like me."*

James, dyslexic student

The influence of the *No Child Left Behind Act* (NCLB) has increased demand for specialized instruction to transition students out of Limited English Proficient (LEP) status. In lieu of encouraging bilingual instruction, the law focuses greater attention on the achievement of English proficiency.

My Reading Coach has proven to work quickly and dramatically with English Language Learners (ELL) who are struggling to speak and read by providing exercises that are systematic, individualized and confidence-building. The program's Teacher Intelligence™ ensures student mastery of each skill before moving on to the next. In a documented pilot study, 33 ELL students used *My Reading Coach* for an average of 40 hours over two semesters. Another 47 students were designated as a control group. The *My Reading Coach* group's post-test scores showed an average improvement of 8.3 percentile growth compared to 2.7 for the control group.**

My Reading Coach Platinum provides customizable Spanish language support (up to 100% Spanish-language instruction) for students who have virtually no English skills. This version is also becoming a cost-effective tool for employers who offer their Spanish-language employees opportunities to become bilingual.

*My Reading Coach is completely interactive, positive and appropriate for adults.
One student gained 7 years 3 months; others gained 2 -3 reading levels
in 2 months. Our Spanish-first speakers are now conversing
with their no-Spanish speaking roommates."*

Doris T. Sokolowski, C.E.P.T

Independent evaluations of *My Reading Coach* prove that over 90% of all students using the program improved raw score and percentile standing. The program is effective for all students regardless of their previous performance and provides a cost-effective way to improve performance for students whose pre-test scores were fifth percentile or below.***

My Reading Coach focuses on phonemic awareness, grammar and reading comprehension using a supplemental learning technique called *Read Like You Talk™* to improve fluency.

My Reading Coach meets all critical components of scientifically established reading programs identified by the National Reading Panel (NRP): Phonemic Awareness (including sound/symbol association, correct pronunciation and encoding), Phonics, Fluency, Vocabulary and Comprehension.

My Reading Coach is available from authorized MindPlay dealers in the United States, Canada, the United Kingdom and Ireland. *My Reading Coach* can be purchased online for home use or use with one student.

MindPlay was founded in 1981 and is headquartered in Tucson, Ariz. For more information, visit www.mindplay.com or call (800) 221-7911.

*To view complete study, go to MindPlay Research, Regular Education – Learning Disabled, on www.mindplay.com.

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***Documented in MindPlay's Research Overview publication included on the 2007 Press Kit CD.

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