

For Immediate Release
For press information, contact:
KidStuff Public Relations
Lisa Orman, 608-767-1102
Lisa@KidStuffPR.com



ACCORDING TO THE NATIONAL PARENTING CENTER TRUE LEARNING.COM TRULY DOES TEACH CHILDREN

True Learning, LLC Receives A Spring 2007 National Parenting Center Seal of Approval

Honolulu, HI (May 4, 2007) – For any parent whose children are being empowered by the brilliantly simple, fun and incredibly effective pre-school learning curriculum found at *TrueLearning.com* it's no surprise that they've received an award. But for the passionate people behind this innovative internet teaching portal, receiving the Spring 2007 National Parenting Center Seal of Approval goes a long way in validating what it has created for children.

Here is what The National Parenting Center had to say about True Learning, LLC's website:

True Learning
Award Category:
Website
Recommended Ages: 3
to 6
Price: \$88 per year

“This very new concept
in online early
education really
impressed our testers
who thought that the
computer offered a
much more interactive

and colorful experience to traditional work and coloring books. The people behind True Learning have demonstrated that they have given a tremendous amount of thought and effort to designing a program that really sparks the interest of young children. The system is very wide ranging, ensuring that you and your child will consistently find ways to enjoy and use True Learning on a regular basis. It should be noted that there is a lot of printing involved which means you will need to factor the cost of printer ink into your subscription. Not all parents are ready to embrace using the computer in this manner but

A screenshot of the True Learning website. At the top left is the "true learning" logo. A navigation bar contains links for "Our Product", "Our Approach", "Our Customers", "Resources", and "Order Now". The main content area features a large, colorful illustration of a young girl with brown hair and a pink bow, smiling and holding a pink flower. To her left is a stack of colorful workbooks. Text on the page reads: "Growing minds bloom with True Learning." Below this, it says: "Give your child a head start in learning with True Learning — the complete learning system for your preschooler." Further down, it states: "True Learning combines the best aspects of traditional paper and pencil workbooks with the convenience and flexibility of printing-on-demand. Access the entire curriculum online — over 3,000 printable worksheets covering 6 core subjects — and print the pages your child needs." A yellow circular badge next to the workbooks says "Over 3,000 Pages of Exercises". In the top right corner, there is a small link that says "Visit Jenna's new blog!" with a small cartoon image of a girl.

acknowledged that it was their own issue, not anything reflective of the quality and design of the True Learning system.”

The National Parenting Center was founded in July of 1989 with the intention of providing the most comprehensive and responsible parenting advice to parents everywhere. The advice provided is furnished by some of the world's most respected authorities in the field of child rearing and development.

The National Parenting Center's Seal of Approval program was created in 1990 as an adjunct to The National Parenting Center's support services. It identifies the finest products and services being marketed to the parent/child audience. From educational and entertainment products and equipment to travel destinations, the consumer oriented testing process solicits evaluations from parents and their children. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.

Developed in 2003 by Jinhee Kim, True Learning creates and hosts internet portals that offer unique, fun and effective learning curricula for young children. The systems were created after Kim's unsuccessful extensive search to find the best early childhood learning systems for her own children.

For an annual fee of \$88, the company's main website, www.true-learning.com gives families access to over 3,000 exercises in 6 different subject areas and 4 progress levels, 24 hours a day. The user-friendly and brightly colored website lets parents customize their child's learning by printing exercises to meet the child's progress.

The company's other website, www.true-town.com is a free interactive site that features a child friendly blog about Jenna, the site's main character. In addition to the free activity downloads from Jenna blog, children can enter True-Town and meet the six fun, illustrated characters from True Learning and play games that complement the curriculum.

For more information or to sign up for their service, visit the company's website at [www.True Learning.com](http://www.TrueLearning.com).

###