



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
Thursday, April 19, 2007

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### **Discovery Education to be Exclusive Distributor of Digital Directions International, Inc.'s HELP Math Program for English Language Learners**

*Internet-based, Supplementary Curriculum Program Proven to Increase Achievement in Math Among Middle School English Language Learners*

**Silver Spring, Md. (April 19, 2007)** – Discovery Education, a division of Discovery Communications, Inc., announced today a partnership with Digital Directions International, Inc. (DDI), an educational technology company based in Colorado, to be the exclusive distributor of HELP Math, the only multimedia, supplementary Web-based program designed to remove language barriers from the learning of math skills and content. Research-based and tested in collaboration with the Colorado Department of Education, HELP Math targets English Language Learners (ELL) with a focus on Spanish-speaking middle school students. Through this partnership, Discovery Education is extending its business to include a proven supplementary math program.

An independent pilot evaluation, funded by the Colorado Department of Education and using a randomized pre-post, two group (treatment, comparison) design, shows Spanish-speaking and other ELL students using HELP Math in grades 6-12 improved their standards-aligned test scores by 50 percent. HELP Math has proven to be especially effective for sixth and seventh grade students, who had the greatest gains in post-test scores with average increases of more than 70 percent.

HELP Math, which was developed through a grant from the U.S. Department of Education, is the first and only digital delivery of Sheltered Instruction math, a research-based, scientifically proven educational pedagogy. HELP Math incorporates specific techniques of Sheltered Instruction, such as visuals, repetition, synchronicity and building on prior knowledge, to make math content and instruction more easily understood by ELL students. At the same time, students develop English language proficiency.

The HELP Math lessons align to the National Council of Teachers of Mathematics (NCTM) Principles & Standards for grades 6-8 and can be readily adapted to the requirements of any state standards. Each of the 48 NCTM standards-aligned interactive lessons, which are two to three hours each, includes six sections:

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- Vocabulary: Key concept vocabulary presented with pictorial examples and audio reinforcement in both English and Spanish
- Instruction: Vocabulary taught interactively in the context of a math lesson
- Try It!: “Bite-size” standardized assessment-type math questions used to check for understanding prior to the final quiz
- Real-World Scenario or Game: Vocabulary and math key concepts applied in a fun, interesting way
- Test-Taking Skills: Students learn to read, comprehend “look-alike” state high-stakes assessment questions, and develop effective test-taking strategies
- Final Quiz: Short assessment to determine student proficiency (teacher and student have access to the graded quiz and reports).

“DDI is pleased to work with Discovery Education and to have this wonderful opportunity to expand our reach and bring HELP Math to even more educators and students across the country,” said Barbara Freeman, Chief Operating Officer, DDI. “Through HELP Math, we are helping many students in the growing Spanish-speaking community improve their math skills while really engaging them in learning.”

“Through this partnership with DDI, Discovery Education is once again demonstrating its commitment to improving teaching and learning by delivering the highest-quality content to educators,” said Dale Fulton, Chief Curriculum Advisor, Discovery Education. “The HELP Math lessons enable educators to differentiate instruction in a way that makes math content accessible, and achievement possible for ELL students.”

HELP Math is available for a free 30-day trial. To sign up for the free trial or to learn more about HELP Math, call 800-323-9084. For more information about Discovery Education’s other products and services, visit [www.discoveryeducation.com](http://www.discoveryeducation.com) or call 800-323-9084.

#### **About Digital Directions International**

Digital Direction’s International, Inc., a Colorado based Education Technology Company, is the creator of the HELP Program (Help with English Language Proficiency), a proven online supplementary curriculum designed to remove language barriers in learning. HELP is a researched based math curriculum and recipient of a significant U.S. Department of Education grant. HELP lessons are aligned to the National Council of Teachers of Mathematics Standards and to state content standards. Visit [www.helpprogram.net](http://www.helpprogram.net) to learn more.

#### **About Discovery Education**

Discovery Education is a division of Discovery Communications, the leading global real-world and knowledge-based media company. The leader in digital video-based learning, Discovery Education produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents that make a positive impact on student learning. Through strategic partnerships with public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world harness the power of broadband and media to connect their students to a world of learning. For more information, visit [www.discoveryeducation.com](http://www.discoveryeducation.com).