



netTrekker and BrainPOP Team Up to Offer Expanded Digital Resources for Classroom and At-Home Use

Integrated search tool provides seamless access to proven, award-winning educational content to individualize instruction and spark student interest

CINCINNATI – Oct. 26, 2009 – [netTrekker](#), a leader in the delivery of digital K-12 educational resources, now offers its users seamless access to proven, award-winning and curriculum-based animated digital content from BrainPOP. netTrekker is the leading safe K-12 educational search tool. With BrainPOP's animated educational resources fully accessible from within the netTrekker search tool, subscribers have the option to upgrade their netTrekker accounts to include all BrainPOP products – BrainPOP Jr. (K-3), BrainPOP and BrainPOP Español.

By having access to [BrainPOP](#) content through the netTrekker search tool, educators can easily find and add to their lesson plans a variety of digital resources that meet specific state standards and students' individual learning needs. Teachers can use BrainPOP's animated movies and corresponding quizzes, games, vocabulary pages, and activities to introduce new topics in the classroom, engage students and help reinforce complex subject matter. All BrainPOP resources are supported by BrainPOP Educators, a free professional community for teachers, offering innovative lesson plans, video tutorials and other tools.

"As a teacher, I have so little time to search for resources, and there's so much content out there. BrainPOP and netTrekker work together to make searching more streamlined," said Lee Kolbert, a fourth-grade gifted teacher at Water's Edge Elementary School in The School District of Palm Beach County. "More time for teaching and less time searching means a win-win for my students.

"As I was teaching 'matter,' I found three resources in netTrekker already vetted for me in our school district portfolio. As I searched further, I found BrainPOP's 'States of Matter' lesson. It did a good job of explaining matter in a brief and visually appealing way, and was a great way for me to introduce my unit on matter and changes of state."

The partnership between netTrekker and BrainPOP also provides students access to digital education resources outside the classroom. Using netTrekker at home, students can search for information to use in reports, projects and assignments. In addition, BrainPOP gives students access to content on essential classroom skills like notetaking.

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Existing BrainPOP and netTrekker subscribers can integrate their BrainPOP resources into their netTrekker subscription for free by contacting their netTrekker Account Manager. Non-BrainPOP subscribers can enjoy a portion of BrainPOP content through netTrekker for free. Educators interested in learning more about the netTrekker and BrainPOP collaboration can sign up for a free 14-day trial at www.netTrekker.com.

About netTrekker

netTrekker is a leader in the delivery of digital K-12 educational content. The company is dedicated to enhancing the education of today's youth with highly effective technologies that deliver the rich educational value of the Internet to every child in a safe, relevant, easy-to-use format. netTrekker is the #1 educational search tool and was first to market with a standards-based solution utilizing the services of Academic Benchmarks, the premier provider of comprehensive standards-based K-12 educational databases, alignment tools, and integration products. Peers, educators, and parents have honored netTrekker more than 25 times for its contribution to education. Founded in 1999 by Robert Reinders, the company serves millions of students and thousands of schools around the world. For more information, visit www.netTrekker.com or phone 877-517-1125.

About BrainPOP

Celebrating its 10th anniversary, BrainPOP (www.brainpop.com) creates animated, curriculum-based content that engages students, supports teachers and bolsters achievement. Our proven and award-winning educational resources, uniquely suited for 21st century learning, include BrainPOP Jr. (K-3), BrainPOP, BrainPOP Español, and the newly launched BrainPOP ESL. All are supported by BrainPOP Educators, a rapidly growing community of teachers, featuring free lesson plans, professional development tools, and best practices. Aligned to state standards and easy to use, BrainPOP sites host more than 5 million visits each month.

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