



Pokémon Learning League™ Named a Finalist for Two 2008 Codie Awards by the Software & Information Industry Association

Pokémon's online educational suite recognized as an outstanding instructional solution for student use at school and at home by journalists and industry experts

NEW YORK (Feb. 20, 2008) – The Software & Information Industry Association (SIIA) has announced that Pokémon Learning League, the online suite of animated, interactive lessons in math, science, language arts and life skills for grades 3-6, is a finalist for two 2008 Codie Awards. This marks the ninth time in the last 12 months that Pokémon Learning League has been honored by education industry and parenting organizations for its educational excellence.

For 23 years, the SIIA Codie Awards program has been the standard bearer for celebrating outstanding achievement and vision in the software, digital content and education technology industries. The judging panel of journalists and industry peers selected this year's award finalists from more than 1,000 nominees.

Pokémon Learning League, www.PokemonLearningLeague.com, was recognized as a high-quality product that provides a valuable educational experience for students in various learning environments. The online product was chosen as a finalist in the categories of "Best K-12 Instructional Solution" and "Best Instructional Solution for Students at Home." The Best K-12 Instructional Solution category honors the most effective school-based education technology solution for curriculum and content that is targeted specifically at students in preK-12 learning environments. The Best Instructional Solution for Students at Home award is presented to the educational technology solution considered most successful at extending traditional learning into the home for preK-12 or postsecondary students.

"I believe most teachers look for 'quick hits' that grab students' attention and motivate them with visual content that is educational and stimulating," said Bill Burrall, coordinator of instructional technology at Marshall County Schools in West Virginia and member of the Pokémon Learning League Advisory Board. "The Pokémon Learning League program certainly fills this need with well-designed content that is colorful, interactive and engaging to the students. This generation of learners expects dynamic content delivery and Pokémon Learning League has designed the lessons to meet these expectations."

Pokémon Learning League combines the enduring popularity of Pokémon characters with pedagogically sound, standards-based content to engage students in challenging, core curriculum lessons. The online suite helps teachers and parents reinforce concepts taught in the classroom. Lessons are presented in the Watch-Try-Apply format to provide students with guided, scaffolded instruction. Through its appealing animation and storylines, the program illustrates key concepts in a way that is accessible and easy to comprehend. Students can test their understanding and application of concepts in a safe, rewarding context.

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Recently, the Virginia Department of Education teamed up with Pokémon Learning League to develop the "Internet Safety Program," which educators in most Virginia districts are using to teach students how to be safe online.

The 2008 Codie Awards will be presented at a gala event on May 20 at the Palace Hotel in San Francisco. A complete list of the 2008 Codie Award finalists is available at <http://www.siia.net/codies/2008/finalists.asp>.

For more information on Pokémon Learning League, visit www.PokemonLearningLeague.com.

About Pokémon USA

Pokémon USA, Inc., a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and the Pokémon Trading Card Game outside of Japan. This includes licensing, marketing, an animated TV series, home entertainment, the official Pokémon website, and online retail center pokemoncenter.com. Celebrating its 10th worldwide anniversary in 2006, Pokémon was launched in Japan in 1996 for play on Nintendo's Game Boy[®] and has since evolved into a global cultural phenomenon. Pokémon was introduced in North America in September 1998 and today is one of the most popular toy and entertainment properties in the world.

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