

# TELL ME MORE® Kids wins Bessie Award

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Auralog, the innovative world leader of language learning software and publisher of the TELL ME MORE® suite of programs, is the recipient of a 2009 BESSIE Award. TELL ME MORE® Kids ESL (English as a Second Language) earned the award in the Early Elementary category.

"We are honored to be chosen for a BESSIE," explains Christophe Pralong, Vice President and Managing Director of Auralog US. "TELL ME MORE® Kids is a program that children, teachers and parents really love and it produces results. The kids enjoy the activities, music, cartoons, karaokes and characters; parents and teachers like the interactive exercises and multimedia format because the interaction keeps children engaged, focused and learning. It's a really fun and effective way to learn English."

The Bessie awards target innovative and content-rich programs and websites which provide parents and teachers with the technology to foster educational excellence.

TELL ME MORE® Kids ESL was developed with linguists and educators who specialize in children's education and language acquisition. What sets TELL ME MORE® Kids apart from other ESL programs is that it is targeted to three defined age groups and uses a progressive, skill-based approach. Utilizing the proven Communicative Approach, the program focuses on speaking, listening, reading, writing, and comprehension skills. Each age group has a distinctive theme. Ages 4-7 years start in The Magic House and begin an adventure throughout a home, guided by Kaliko the Parrot and Professor Phileas, the program's helpful mascots who join kids on their adventures and provide instructions along the way. Kids progress to The City which is perfect for 7 to 9 year olds, having them explore streets and neighborhoods. Kids 9-12 years old journey into The World, continuing to utilize the knowledge and skills from the previous two levels.

Rich in content, TELL ME MORE® Kids ESL includes 300 hours of learning with more than 1,200 activities, 3,000 vocabulary words, over 1,000 games in 15 categories, and more than 330 cartoons that keep the learning and the fun going. Auralog's advanced speech recognition technology provides unlimited opportunities to practice speaking and improve pronunciation. Plus there's a built-in calendar with 365 words to reinforce vocabulary building and retention. There's also a feature especially for parents called the Learning Center. Designed to give parents the option of personalizing their children's lessons at any point, the Learning Center allows parents to follow each child's progress, limit access to certain games and activities, consult and print out progress reports.

**TELL ME MORE® Kids ESL is used worldwide by schools, literacy programs, homeschool students and parents.**

About the BESSIE Awards

For fifteen years, the BESSIE awards have recognized the best educational software available with submissions by publishers worldwide. The BESSIE awards target innovative and content-rich programs which provide teachers and parents with the technology to foster educational excellence (computedgazette.com).

About TELL ME MORE®, powered by Auralog

Auralog, a world leader in language learning solutions and publisher of the award-winning TELL ME MORE®. Auralog incorporates over 20 years of language empowerment experience, full training support services and advanced technologies including speech recognition, video, role play and spoken language tracking into the TELL ME MORE® suite of language learning software programs. With offices in United-States, France, Germany, Italy, Spain, Mexico, and China, Auralog has more than 350 employees and provides services globally to more than 10,000 organizations and over 5 million learners. Users of TELL ME MORE® include primary, secondary, higher and adult education institutions, home school, libraries, individual consumers, and businesses of all sizes. [www.tellmemore.cn](http://www.tellmemore.cn) & [www.tellmemore.com](http://www.tellmemore.com).