



An innovative new company to fulfill the goals of the No Child Left Behind Act

HONOLULU, Hawaii (November 28, 2005) –It's All About Kids (IAAK), a Hawaii-based company, has been named a state-approved provider to deliver federally funded academic services to children of economically disadvantaged families. By providing supplemental educational services (SES) to kindergarten through 8th grade students, IAAK will be filling the needs created by the No Child Left Behind (NCLB) Act.

Created in 2001, NCLB was developed to bring standards and accountability to the nation's public schools. Unfortunately, only 17% of Hawaii's eligible students have utilized the tremendous opportunity for free tutoring services to students who are failing. Hawaii only spent \$2.8 of the \$7.3 million allocated for the 2004-2005 school year. Brett Seitman, Chief Executive Officer of IAAK plans to change this. "The NCLB Act has great intentions, but the SES program has not delivered results for several reasons," said Seitman citing problems including lack of providers, inconvenient learning centers, and simply lack of awareness that these free services were available.

IAAK's program model addresses these major concerns. IAAK coaches with program curriculum and laptop computers will come to the child, setting up shop literally in the child's school and in local community centers such as the Boys & Girls Club of Hawaii.

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The curriculum selected by IAAK, the Compass Learning Odyssey™, brings engaging, interactive instructional activities to Hawaii's students motivating them to learn. The Compass Learning Odyssey™ software is an interactive program developed by educational experts that is backed by both scientific and empirical research. It is currently being used by 14 million students in 21,000 schools nationwide. The curriculum, which features assessment tests, is directly correlated to the Hawaii Content and Performance Standards (HCPS) so it is supplementing what is being taught in the classroom. IAAK is currently the only supplemental educational service in Hawaii that can provide this level of child engagement, progress and accountability.

To keep children motivated, IAAK has established a rewards program to encourage their full participation and acknowledge their academic process and involvement. Students will earn points based on attendance, the completion of learning activities, quizzes, and tests. By logging on to a designated web site, they can redeem their points for rewards from participating companies including Jamba Juice, Pizza Hut, Taco Bell Meadow Gold Dairies, CompUSA and Fernandez Fun Factory. John Bingaman of CompUSA explains, "For the past 7 years I have been involved with e-learning concepts here in Hawaii. After reviewing IAAK's Compass Learning™ software, I believe it is one of the most dynamic, computer based educational curriculums available to Hawaii students. We at CompUSA are delighted to be associated with It's All About Kids and look forward to working with them as they help Hawaii's students succeed in school and ultimately in life."

IAAK launched its services in July with a pilot program at Central Middle School in partnership with the Boys and Girls Club of Hawaii. Forty-two students in grades 6 through 8 participated in the program. Dell Salza, RALLY Program Coordinator for Central Middle School, shares her experience with IAAK's pilot program. "The IAAK program gave students who are struggling in school and who lack basic skills, an opportunity to be successful. The program is geared toward each student's individual level so the student feels challenged but not defeated. Students found the interactive curriculum to be fun and, because they were succeeding, they were motivated to continue."

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It's All About Kids (IAAK) is a Hawaii based company that provides supplemental educational services (SES) to kindergarten through 8th grade students of Hawaii in accordance with the No Child Left Behind Act (NCLB). IAAK's fun, innovative, computer based educational curriculum (CompassLearning™) is designed to improve students' core academic skills while motivating them to embrace learning and scholastic achievement. IAAK's primary goal is to inspire children to **learn, lead, and succeed.**

It's All About Kids provides after-school, weekend, and summer tutoring programs to eligible students at all eligible Oahu elementary and intermediate public schools, the Boys and Girls Clubs of Hawaii, Pacific Gateway Center, and other community centers throughout the island. IAAK's innovative technology, its commitment to providing each student with individualized attention, and its energetic and dedicated coaching staff enable students to make considerable academic gains while building their self-confidence.

Under NCLB, economically disadvantaged families whose children attend schools that have been identified as being "in need of improvement in Year 2 " have the right to select a state-approved SES provider to deliver federally-funded academic tutoring services to their children. NCLB requires public schools to set aside a portion of their Title 1 education funds to pay for these services.

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