



## JumpStart® Launches the “Blast-Off” Educational App Series for Elementary Learning

**TORRANCE, CALIF. – January 16, 2013** — Today, JumpStart® has announced the release of its most recent educational app series, *JumpStart® Blast-Off*. The two apps being launched include *JumpStart® Blast-Off: Math* and *JumpStart® Blast-Off: Early Reading*. These apps are now available in iTunes®, Google Play™ and Amazon® stores.

The launch of these new apps reinforces JumpStart’s longstanding tradition of educational and technological excellence; the games provide young learners with a 3D world full of interactive, educational fun. *Blast-Off: Math* offers 28 different Math lessons covering a range of topics including addition, subtraction, multiplication and division. This app, in conjunction with *Blast-Off: Early Reading* (which offers lessons in areas such as early phonics and word pronunciation), is the perfect learning tool and educational supplement for children.

Find *JumpStart Blast-Off: Early Reading* in the following app stores: [iTunes®](#), [Google Play™](#) and [Amazon®](#)

Find *JumpStart Blast-Off: Math* in the following app stores: [iTunes®](#), [Google Play™](#) and [Amazon®](#)

Download assets for the *JumpStart Blast-Off* series [here](#).

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### **ABOUT JUMPSTART**

Since 1991, JumpStart has set the standard in kids’ educational games by making learning fun, and has been designing games under its two flagship brands JumpStart® and Math Blaster®. The company’s recent partnership with DreamWorks Animation has broadened the depth of the JumpStart brand, as JumpStart has incorporated popular animated franchises such as *Madagascar* and *How to Train Your Dragon* to produce various educational mobile games and an educational massively multiplayer online role-playing game, *School of Dragons™*. Over its 20-year history JumpStart has remained dedicated to producing quality educational products, earning the trust of millions of teachers, parents, and respected organizations such as Common Sense Media and The National Parenting Center. A subsidiary of Knowledge Holdings, Inc., the company is privately held and based in Torrance, California. For more information, go to [www.JumpStart.com](http://www.JumpStart.com).

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