



MEDIA CONTACT:

Bethney Larson
Vice President of Communications
800.314.8972
larsonb@kuder.com

FOR IMMEDIATE RELEASE

**Kuder, Inc. Introduces *Kuder® Galaxy*,
an Innovative Online Early Career Awareness System**

Sept. 21, 2009 – Adel, Iowa – Kuder, Inc. (Kuder) introduces *Kuder® Galaxy*, an interactive online early career awareness system designed for students in pre-kindergarten through the fifth grade. *Galaxy* is the latest product in Kuder’s suite of research-based online education and career planning solutions.

“We are excited about launching *Galaxy* because it exposes children to the world of work while giving them tools to achieve self-understanding,” said Kuder President Phil Harrington.

“What sets *Galaxy* apart in the marketplace is that it provides an interactive learning environment that is not only entertaining for children but also provides valuable feedback to their parents and teachers,” said Dr. Catalina D’Achiardi-Ressler, vice president of research for Kuder. “Data on student usage and specific areas of interest is quickly delivered to parents and teachers through online dashboards,” she said.

Galaxy utilizes a flexible framework that contains four action-based categories: Play, Watch, Do, and Explore. Interactive activities, games, videos, music, and downloadable worksheets take children on a voyage of discovery in which they learn how school subjects and their own interests relate to various careers.

“*Galaxy* integrates easily into the classroom, and students can progress through the system at their own pace,” said D’Achiardi-Ressler. “It also contains grade-level themes designed to facilitate the development of fundamental reading, writing, and math skills.”

Kuder’s faculty developed the content in *Galaxy* to align with six major career fields and correlate with core elementary education subjects. In addition, Kuder sourced portions of content for *Galaxy* from children’s educational web sites, publishers, musicians, and writers.

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Kuder wishes to recognize the following individuals and organizations for their contributions to *Kuder Galaxy*:

“Captain Gravy’s Wavy Navy,” co-created by David Cooper and Jeff Katz

www.captaingravy.com

- Songs from the environmentalism- and friendship-themed children’s album are accessible as sing-alongs with streaming song lyrics in *Galaxy’s* Watch category.

Career Kids, LLC

www.careerkids.com

- Career videos are accessible in the system’s Watch category; role-playing activities and career worksheets are accessible in *Galaxy’s* Do category.

“I’m Just Happy To Be Me,” released by Educational Activities, Inc.; written and performed by Catherine Slonecki

www.edact.com

- Songs from the album, which helps children develop confidence and satisfaction in themselves, are accessible as sing-alongs with streaming song lyrics in *Galaxy’s* Watch category.

kidsRgreen, a web site of the Centre for Environment Education of India

www.kidsrgreen.org

- A wetlands quiz, an environmentally themed word game, and a polar bear jigsaw puzzle, among other activities, are accessible in *Galaxy’s* Play category.

K5 Stars

www.k5stars.com

- Educational online games – including a sentence builder, an interactive clock, a money game, and others designed to help students understand the basics of reading and math – are featured in *Galaxy’s* Play category.

“Mr. Browne’s Roses” by M. Beatryce Shaw

www.schoonerpublishings.com

- The 38-page book, accessible in *Galaxy’s* Watch category, illustrates how people can suffer if not given opportunities to flourish and grow without prejudice.

“My Air Force Mom” by Mary Lee

www.tatepublishing.com

- The 16-page book, which explores the customs and courtesies of military culture through a child’s eyes, is accessible in *Galaxy’s* Watch category.

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Galaxy meets early career awareness goals set forth by the National Career Development Association and the American School Counselor Association. To purchase a subscription or to learn more about the system, visit www.kuder.com or contact us at info@kuder.com or 877.773.8444.

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About Kuder, Inc.: Kuder, Inc. (Kuder) was founded in 1997 with a mission to raise student aspirations and to provide career options to students and adults through self-assessment and education. Kuder offers customized, innovative, online solutions for career planners at all life stages, while facilitating communication and collaboration between key stakeholders in economic prosperity – education, business, industry, and state agencies. Kuder’s faculty conducts ongoing, relevant research to ensure that our products are reliable and effective. Kuder is headquartered in Adel, Iowa. For more information, visit www.kuder.com or contact us 800.314.8972 or info@kuder.com.