



Press Release

Prof. Preiss's Numberland Programme continues to attract interest in Germany and internationally

October 2006

"Good morning, dear numbers!" This is how preschool children all over Germany and in other European countries greet the numbers. Prof. Gerhard Preiss's Numberland programme playfully introduces children to the world of numbers. Since it started in 2001, this programme has continued to attract interest in Germany and internationally. In 2003, cooperation with a world leader in educational services, DAEKYO, resulted in the successful implementation of the Numberland concept in the home school system in South Korea. Recent cooperation with the educational toy company Ravensburger resulted in the launch of two new exciting products: a Numberland board game and an illustrated book.

The aims of the Numberland programme are to provide mathematics education for young children in a hands-on and fun way, to help children learn about the world and to make them aware of the relevance of this knowledge to their everyday lives. This innovative approach to early childhood education combines ideas from mathematics education with concepts from modern neurological research. This so-called "Neurodidactical" approach focuses on the child and his or her individual development. Activities take place in the Number House, on the Number Street, and in ten Numberlands.

Special teaching materials were developed specifically for the Numberland programme, and are available from our distributor, Merlin. In addition to the materials available for preschools, Numberland materials for use at home are now available: a board game and an accompanying illustrated book were launched earlier this year by Ravensburger. Early sales results show that these products will be very successful.

At this year's Worlddidac in Basel, the Numberland Company is proud to be presenting its educational materials for the first time together with a world leader in educational services, DAEKYO. The two companies have had a fruitful cooperation since 2003, when the Numberland programme was successfully introduced in DAEKYO's home school system in South Korea.

We look forward to meeting you at our booth at the Worlddidac in Basel, Switzerland, 25th to 27th of October, 2006, Hall 1, booth E 83.

Further information:

www.numberland.info

www.merlin.cn

www.daekyo.com

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