



**FOR IMMEDIATE RELEASE**

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**WHISPERPHONE® FEATURED ON CBS AFFILIATE WCCO-TV**  
*Innovative product now available at Creative Kidstuff*

**November 7, 2007 (MINNEAPOLIS)**—WhisperPhone, an educational tool by Harebrain Inc., was the focus of a series produced by WCCO-TV with Reporter Angela Davis. The series aired today in numerous segments highlighting WhisperPhone and how it supports learners of all ages.

“It supports children learning to read or anyone learning a new language. It allows me to hear what I am saying more clearly and improves my pronunciation,” Davis reported.

WhisperPhone has been sold to schools internationally and across the U.S. and is widely accepted by teachers and students as a boost for skill development in reading and language learning.

WCCO was interested in the story after recent news that the New Hampshire Department of Education approved WhisperPhone for use as an accommodation during standardized testing. WhisperPhone helps improve test scores because it allows students to hear themselves clearly over background noise. You can view the story at <http://www.wcco.com/video/?id=33076@wcco.dayport.com>

“The feedback from teachers and students using WhisperPhone is very positive; the tool assists children as they develop their reading skills and allows teachers to effectively manage the classroom,” said Steve Swain, vice president of business development at Harebrain, Inc.

Creative Kidstuff sells both sizes of WhisperPhone. The six Minnesota stores concentrate on products that are fun, innovative and educational. Neighborhood locations include Maple Grove, the Galleria in Edina, Linden Hills neighborhood in Minneapolis, Minnetonka, Grand Avenue in St. Paul and Woodbury. WhisperPhone is available for purchase online at <http://www.CreativeKidstuff.com>.

**About WhisperPhone**

WhisperPhone, an educational tool for children and adults, is available for purchase online at <http://www.WhisperPhone.com>. WhisperPhone is an educational tool designed to improve reading scores and meet the standards of No Child Left Behind. This hands-free, acoustical voice-feedback headset helps learners hear phonemes, the sounds that compose words, more clearly. Phonemic awareness is a key predictor of literacy success, according to the National Reading Panel. It is hands-free, reversible, lightweight and dishwasher safe. No batteries are required. It is made in the United States by Harebrain, Inc.

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