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DAVIDSON & ASSOCIATES, INC. BEGINS SHIPPING SPELL IT 3
Educational software helps students master commonly misspelled words ranging from "soup" to "supercilious"

TORRANCE, Calif., Feb. 28, 1994 -- Davidson & Associates, Inc. (NASDAQ: DAVD) today began shipping the DOS version of "Spell It 3," a major upgrade to Davidson's best selling "Spell It Plus."

Designed for students ages 6 to adult, "Spell It 3" helps students learn basic spelling rules and master the spelling of 3,600 commonly misspelled words. Students improve their spelling skills through five engaging activities, such as a crossword puzzle and a proofreading game. Each activity includes colorful animations, clever sound effects and the latest in text-to-speech technology.

Key features in this new version include a talking spelling tutor that read words aloud; an on-line spelling bee; an editor function to add more words or customize word lists; and the capability to run the program from DOS or from a Windows icon.

With help from a friendly swamp frog named Bayou Billy, students learn to spell words correctly in context, recognize misspelled words and apply spelling rules. Bayou Billy leads players through five spelling activities designed to help them master 3,600 commonly misspelled words such as "Bayou Word Preview," "Frog Crossing," "Midnight Correction," "Leap To Complete" and "Bullfrog Log Game". The words are divided into 190 word lists at six levels of difficulty, ranging from simple words such as "bite" and "balloon" to complex words like "ubiquitous" and "narcissistic."

The program's editor feature allows parents and teachers to add new words to existing lists or to customize their own lists. The program can read aloud the new words using a built in text-to-speech technology. Fonts with special characters for foreign languages are also included so Spanish, French, German or Italian words can be added.

Users can track their progress with the "Spell It 3" record keeping system. After each activity, a scoreboard displays words mastered and words missed, along with points earned. Records can be saved, viewed and printed.

"Spell It 3" is available immediately at most major computer and software retail chains nationwide for a suggested retail price of \$49.95. The

software is also available in teacher packs, lab packs and site licenses through Educational Resources and other educational software resellers.