



Realityworks, Inc. Donates Products Totaling More Than \$245,000 to Benefit Schools in Wisconsin, Idaho, Connecticut and Oklahoma

Firm donates ySTART™ curriculum and PreventPak™ addiction simulators – critical components for teaching students about the dangers of teen smoking

EAU CLAIRE, Wis. (January 20, 2010) – Realityworks, Inc., developer of real-life, interactive educational products, recently made targeted donations of the firm’s ySTART™ curriculum and addiction simulation technology to benefit a number of school districts and educational organizations in Wisconsin, Idaho, Connecticut, and Oklahoma.

ySTART is a dynamic educational program that uses cognitive, social and behavioral psychology to train young people how to say “no” to tobacco and the peer pressure to smoke. It is targeted for youth ages 10 and up, when they are most susceptible to the increasing influence of peers and the media.

The curriculum that accompanies the ySTART program was written by a U.S. award-winning health teacher who collaborated with Realityworks engineers to integrate a hand-held device – the PreventPak™ – into the program’s lessons. The PreventPak electronic simulator immerses young people in a tobacco addiction, and provides them an opportunity to face peer pressure and build and use refusal experiences that really brings the topic to life.

The donations have a retail value of more than \$245,000, and will benefit more than 100 school districts according to Timmothy Boettcher, president of Realityworks, Inc. “Realityworks has had a history of measuring our impact by how many lives are changed in positive ways, and how profoundly they are changed as a result of our efforts,” Boettcher says. “These donations are simply another way Realityworks and its employees are making a difference in the lives of hundreds of thousands of children every year.”

The schools and organizations were selected as recipients based on proactive use of tobacco-prevention technology in the past, and their commitment to building important programs to help young people make healthy choices in the future as well.

The donation of the ySTART curriculum and technology are the result of philanthropic efforts of the firm’s founders, Rick and Mary Jurmain, and the company’s board of directors. School districts throughout Wisconsin and Idaho, as well as specific schools in Connecticut and Oklahoma recently received donated products from the firm’s ySTART program.

For more information on the ySTART program or other Realityworks educational simulation technology, curricula, and other educational solutions please visit www.realityworks.com or call Realityworks at 800-830-1416.

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About Realityworks, Inc.

Realityworks, Inc. is the leader in education simulation technology – providing life-changing, interactive educational products since 1994. Its award-winning products provide students with realistic learning experiences, and are used by educators in Career and Technical Education, Family and Consumer Science and Health courses, as well as in other instructional settings worldwide. For more information, visit www.realityworks.com, or call toll free at 1-800-830-1416.

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Media Contact:

Chris Colbert

Realityworks, Inc.

715-858-7126

chris.colbert@realityworks.com