



Tag™ Kindergarten Program



According to a study by the National Center for Education Statistics, 14% of US adults in 2003 were unable to perform everyday literacy activities. And while the National Assessment of Reading Progress found that 4th- and 8th-graders' reading scores increased between 1992 and 2007, still in 2007 33% of 4th graders and 24% of 8th graders lacked basic reading proficiency.

It remains unclear whether our children are doing better in school than they were 15 years ago. This is unacceptable, and with a record 49 million students having entered school in 2009, LeapFrog is more dedicated than ever to equipping our children with the tools they need to succeed. Our Tag Kindergarten Program will help teachers not only teach these children to read, but to be enthusiastic readers, primed for lifelong learning. This new program provides teachers a classroom kit that includes Tag School Reading Systems and Tag books and is about to be used in more than 500 kindergartens nationwide, to supplement instruction and encourage students.

The Tag School Reading System features a pen-like device that interacts with Tag books to give students a fun, multisensory and increasingly independent reading experience. And the extensive Tag library includes books that focus on phonemic awareness, phoneme blending, and phoneme manipulation; alphabetic knowledge, word segmentation, and word recognition; CVC words, CVCe words, and rhyming; and vocabulary building, comprehension, and other skills that constitute the fundamentals of reading.

LeapFrog has been dedicated to helping kids learn for more than 15 years and created the groundbreaking LeapPad® Learning System nearly a decade ago, forever changing how kids learn to read. LeapFrog products are now used in more than 120,000 classrooms in the US, and kids have been helped for years by programs using the award-winning LeapPad system, with the below statistics just a small sampling of the results we have seen:

- In Nevada, **kindergarten students using LeapPad program The Literacy Center outperformed control counterparts by 33% on a test of phonological segmentation fluency** and gained 100% on the highly predictive skill of phoneme segmentation fluency, significantly outperforming peers.
- In Massachusetts, **at-risk prekindergarten students using LeapPad systems surpassed their control peers by 70% on a measure of initial sound fluency**, by 56% on a task of phoneme segmentation fluency, and by 39% on letter naming fluency.
- In California, **students using The Literacy Center outperformed control group students by 110-123% in reading and decoding and by 22% in phonemic awareness.**

The Tag School Reading System: LeapPad Learning System for Today's Students

In 2008, using learnings from teachers, parents, and children, we introduced the modern LeapPad product—the Tag School Reading System. While efficacy studies of the Tag School Reader and the Tag Kindergarten Program will not be available until late 2010, its design and benefits parallel those of the LeapPad system and programs nearly exactly, actually improving what the LeapPad system offers.



LeapPad Learning System



Tag School Reading System

Form, function, benefits

- Intuitive, touch-and-talk learn-to-read tool engages students with touch, hearing, and sight
- Tool offers multisensory learning and hands-on activities that can be customized for whole group, small group, and individual instruction
- Rich, engaging stories, skill-building activities help students develop literacy skills, fluent reading

- Intuitive, touch-and-talk learn-to-read tool engages students with touch, hearing, and sight
- Tool offers multisensory learning and hands-on activities that can be customized for whole group, small group, and individual instruction
- Rich, engaging stories, skill-building activities help students develop literacy skills, fluent reading

Hardware

Oversized “desk” with tethered stylus

Easily portable, hand-sized “pen”

Software

- Spiral-bound books fit into LeapPad “desk” for use
- Each book works only with companion cartridge
- Tethered stylus must be used to indicate when student turns to next page of book

- “Real” hardcover books interact with **non-tethered, hand-sized, pen-like Tag School Reader**
- Can be loaded with audio files for more than 30 books, **allowing students to seamlessly move from page to page, book to book**

Interactivity

- Touch words for decoding support, pronunciation, spelling, definitions, modeled fluency
- Touch pictures for background knowledge, comprehension strategies, context clues
- Students receive immediate, supportive, corrective feedback and motivation as they master new skills and knowledge, with unlimited repetition and practice opportunities

- Touch words for decoding support, pronunciation, spelling, definitions, modeled fluency
- Touch pictures for background knowledge, comprehension strategies, context clues, **more in-depth branching Q&A, including more leveled activities per book, meaning same title can be used throughout students’ development, with content remaining fresh and challenging as they progress**
- Students receive immediate, supportive, corrective feedback and motivation as they master new skills and knowledge, with unlimited repetition and practice opportunities

Curriculum

- Research-based, step-by-step instruction in the five areas critical to reading success: phonemic awareness, phonics, vocabulary, comprehension, and fluency
- Activities before, during and after stories help children develop comprehension strategies, connect to the story, and build vocabulary and critical thinking skills
- Instruction aligns with state standards

- Research-based, step-by-step instruction in the five areas critical to reading success: phonemic awareness, phonics, vocabulary, comprehension, and fluency
- Activities before, during and after stories help children develop comprehension strategies, connect to the story, and build vocabulary and critical thinking skills
- Instruction aligns with state standards





The Results—and the Teachers—Speak for Themselves

LeapFrog can offer more than 40 efficacy studies, case studies, and white papers, documenting children’s, teachers’, and parents’ use of LeapFrog School programs, including the LeapPad Learning System. The full text of these, including methodology and complete findings, is available at www.leapfrogschool.com, and we have summarized below the results most relevant to the LeapPad system, whose form, function, and benefits are mirrored—and improved upon—in the Tag School Reader. The first two studies are appended to this report in their entirety.

Tool(s)	Study	Results
LeapPad system, as part of The Literacy Center	Gold Standard Efficacy Study K-1 Las Vegas Project 2002-2003	In this independent one-year study, use of The Literacy Center, which centers on the LeapPad Learning System, significantly enhanced kindergarten and first grade students’ performance on key early literacy skills. Kindergarten students using The Literacy Center outperformed control counterparts by 33% on a test of phonological segmentation fluency and gained 100% on the highly predictive skill of phoneme segmentation fluency, significantly outperforming their control peers. They also surpassed their peers on tests of initial sound fluency, nonsense word fluency, and general reading ability. First grade students using The Literacy Center significantly outperformed control students on a measure of phoneme segmentation fluency.
LeapPad system, as part of Family Involvement materials	Gold Standard Efficacy Study Summer Enrichment Study Revere, MA 2005	In this summer study of multisensory Family Involvement materials [i.e. a LeapPad and interactive books], 44 at-risk prekindergarten students showed statistically significant gains in critical early literacy skills. Students who used the Family Involvement materials over the course of a summer surpassed their control peers by 70% on a measure of initial sound fluency, 56% on a task of phoneme segmentation fluency, and 39% on letter naming fluency.
LeapPad system, as part of The Literacy Center program	Case Study At-Risk Students with Limited Early Literacy Skills Charlotte, NC 2004	This school’s Principal is convinced that The Literacy Center [including the LeapPad] has made a difference in the literacy skills of her students. By the end of third grade, more students [who used The Literacy Center] were performing at or above grade-level than third-grade students district-wide. Among children with limited English proficiency, 90% performed at or above grade level, compared to only 65% district-wide. The Principal notes, “I knew that The Literacy Center had made a difference ... because I knew how the teachers were using it, and I knew how the children loved it, but I didn’t realize the impact it had on our scores until I actually sat down and looked at the data.”
LeapPad system, as part of Language First! program	Case Study High-Poverty ELL Kindergartners Phoenix, AZ 2004	In the fall of 2003 the kindergarten teacher in this study joined a program researching the effectiveness of the Language First! Program, whose central tool is the LeapPad Learning System. Of her students, this teacher said, “When they come here, they’re really stuck. They’re often in the silent period.” In the fall, 15 children in this classroom were either non-English speakers or limited English speakers, and by the end of the year 73% of those children had transitioned into a higher proficiency level. As a point of comparison, a matching kindergarten class at this same school that did not use the program had 11 non-English-speaking or limited-English-speaking students, none of whom had transitioned to a higher level of proficiency by the end of the year.





LeapPad system, as part of LeapTrack System

Case Study
Community Summer Program Helps Children Make Gains
Honolulu, HI
2005

Students aged six to 12 years, from 20 families, participated in a program utilizing the LeapTrack System, whose central tool is the LeapPad Learning System, during a six-week summer program. The Executive Director of the nonprofit leading the program noted that, "the [LeapPad personal learning tools and books] made reading safer for [the reluctant and below-grade-level students]. It wasn't as scary." And for the already proficient students, "The materials helped take them to another level." **After only six weeks, the children showed 29% growth in their reading ability. "For kids who didn't want to read, they did want to when they were assisted with the [LeapPad]. You could see it was building confidence."**

LeapPad system, as part of The Literacy Center

Efficacy Study
Los Angeles Unified School District
2001-2002

In a year-long study, prekindergarten students using the Literacy Center, whose central tool is the LeapPad, made a 74% gain in early reading skills, surpassing those children who received only the standard district literacy program materials. Students who participated in the Literacy Center program outperformed students in the control group by 37% in key reading predictor tests.

LeapPad system, as part of The Literacy Center

Efficacy Study
Northern California
2000

Students using The Literacy Center, which is built around the LeapPad, gain 157-168% in reading and decoding and 36% in phonemic awareness skills. **In a five-week study conducted in a suburban school district in Northern California, students who used The Literacy Center program outperformed students in the control group by 110-123% in reading and decoding and by 22% in phonemic awareness.** Students in the control group received only the standard district materials.

The Next Generation of LeapFrog Readers

Our pilot Tag Kindergarten Program is active in more than 13 schools in 6 states, expanding into 500 more schools in all 50 states and the District of Columbia. And already we have heard from participating teachers about the benefits the Tag Reading System and books are bringing to them and to their students:

"These Tag [reader]s and books have been like having extra teachers in the room with me. I can't tell you how much my world in Kindergarten has changed because of this added ... resource."
— Denise P., Bunnell, FL kindergarten teacher

"So far the students ... have enjoyed playing the listening activities in [the *Hide and Seek* book] ... One of our tutors has also been taking students to assist them with the Tag activities ... so she can observe/assess how well they are recognizing their letters and sounds."
— Katie G., Ellsworth, OH kindergarten teacher

"Each student dove into a rhyming activity using the books provided with rhyming. The variety/selection was great, because the students were engaged all week."
— Jessica E., Palm Coast, FL kindergarten teacher

"The children were very excited. I took the books home and practiced myself, then opened our first center. The children rotate daily and have a nice amount of time to read and experience the books."
— Jill K., Easton, CT kindergarten teacher

"The students love it! For English language learners, it ... provides them with an additional language model ... I also like the opportunity to push the repeat button ... and the stop button if I want to clarify ... something."
— Marcy O., Marshall, WI kindergarten teacher

