

---

Innovative language arts product is now available as a Web-based subscription to educational institutions.

---

---

New York, May 17, 2004

## Visual Thesaurus will exhibit at NECC, New Orleans, LA, June 20-23, 2004

---

For the first time, the Visual Thesaurus, a 3-D interactive reference tool, will be represented at NECC 2004, the leading technology in education conference in the United States. The Visual Thesaurus will be partnering on the exhibit floor with two national software resellers, Software Express (Booth #1200) and CCV Software (Booth #900).

Powered by Thinkmap visualization technology, the Visual Thesaurus gets students excited about words, and has been met with enthusiasm by educators, parents, and students. In addition, the Visual Thesaurus has had rave reviews from many major newspapers and software publications: rated "A+" from Education World, called "outstanding" by MacAddict, and selected as "One of the Best Products of 2003" from PC Magazine.

The Visual Thesaurus has been available in the education marketplaces since January 2004, and it has been praised by educational resellers as one of the fastest introductions of new software in recent years. In partnership with educational resellers in the U.S., the United Kingdom, Canada, and Puerto Rico, the Visual Thesaurus is widely available and has experienced strong initial sales in both the school and consumer markets.

Through its emphasis on exploration and vocabulary building, the Visual Thesaurus can improve reading, writing and communication skills. The software is geared to ages 9 to adult, and is valuable for basic skills, such as identifying parts of speech, and more advanced skills, such as creative writing or journalism. Educators have used the Visual Thesaurus successfully with gifted students, with ESL students, and for lessons in varied subject matter. The Visual Thesaurus can easily be adapted to any curriculum, including improving vocabulary within a standards-based curriculum. Teacher lesson plans and a student workbook are available to help teachers incorporate the Visual Thesaurus into the classroom.

The Visual Thesaurus is available as a CD-ROM or as a Web-based subscription that

---

teachers and students can access at school or at home. Individual copies of the Visual Thesaurus begin at \$29.95, with volume discounts beginning at just 5 copies. Institutional subscriptions begin at \$250 per year, and large schools or district can subscribe for as less than \$1 per user per year. Please contact the Visual Thesaurus ([www.visualthesaurus.com](http://www.visualthesaurus.com); 212-285-8600), Software Express ([www.swexpress.com](http://www.swexpress.com); 800-527-7638), CCV Software ([www.ccvsoftware.com](http://www.ccvsoftware.com); East: 800-843-5576, West: 800-541-6078), or any of our partner resellers for more information about educational pricing.

NECC 2004 (National Educational Computing Conference) will be held at the Ernest N. Morial Convention Center in New Orleans, LA from June 21-23, 2004. The world's largest and most comprehensive educational technology event, NECC is presented by the International Society for Technology in Education (ISTE) in cooperation with the Louisiana Association of Computer Using Educators (LACUE).

---

You can contact us at

**Thinkmap, Inc.**

157 Chambers Street, New York, NY 10007

**phone.** 212-285-8600

**url.** [www.thinkmap.com](http://www.thinkmap.com)

**email.** [info@thinkmap.com](mailto:info@thinkmap.com)