



FOR IMMEDIATE RELEASE

THRIVER™ INC. ANNOUNCES KEY CHANNEL PARTNERS

TORONTO, February 10th, 2014 – Thriver™ Inc. announced today that it has secured three key channel partners and one research partner to expand its product. Thriver™ is a computer-game-based platform that provides parents with a cognitive learning profile of their child, and identifies activities that can assist in his or her development, including adaptive brain games and targeted products and services.

When Cathy Thompson, founder and owner of **Beyond the Classroom Ltd.** heard about Thriver, she recognized its potential right away and is one of Thriver's first Channel Partners, using the platform as a tool for her clients to use in the privacy of their own home. "Giving our parents access to a program like Thriver gives families valuable insight into how their child learns. We love that parents share the reports from Thriver with our tutors to create a more effective tutoring program for students."

The YMCA Academy, an alternative high school for youth with learning differences, will be using the innovative Thriver™ platform within its school as a tool for teachers, parents and students. According to the head of the academy, Don Adams, "The YMCA Academy is excited to be taking part in an innovative research project. The technology that Thriver™ is developing will help our teachers understand how the students learn and may provide them with new information that could be used to inform instructional changes in the classroom. We are always looking for ways to provide instruction for our students, and this technology may provide options for delivering differentiated support to a broader YMCA community in a highly engaging format." The YMCA Academy is part of the YMCA of Greater Toronto.

Scholar's Choice has been serving the needs of parents and educators across Canada for 75 years. It is the oldest and largest distributor of educational materials and toys in Canada. Scholar's Choice has cognitively tagged over 20,000 products in its catalogue and is working with Thriver's research collaborators to add its products to the Thriver™ recommendation engine. This will allow parents to be directed to the Scholar's Choice products that best match their child's specific needs. Scott and Cindy Webster, owners of Scholar's Choice, believe that by understanding how children learn and what their strengths and areas for improvement are will help parents and teachers to guide them in the right direction to achieve their full potential.

Research conducted by the **Human Development Technologies (HDT) Research Group** at the University of Windsor has been funded by the Ontario Brain Institute and FedDev Ontario, Ontario Centre of Excellence, as well as through SSHRC and NSERC programs. The HDT research

group members find that all children are curious and creative, seeking to be engaged in appropriately challenging activities and benefiting from instant feedback, all of which can be found in computer games. The researchers investigate ways to engage children in gaming activities that are voluntary, fun, and will put their parents at ease because they are tailored to the individual child's needs and are non-violent.

About Thriver™ Inc.

Thriver™ Inc. (www.thriver.com) is a technology-based company with offices in Toronto and Windsor, Ontario. Thriver™ is a new online learning platform designed to help parents become effectively involved in the cognitive development of their children. While the platform can help any child, it is particularly helpful for children who are experiencing difficulty in school. Thriver™ can help parents find the answers they are looking for and get their child the support and help necessary for him or her to do his or her best at school and in life. Thriver's patent-pending technology uses the power of the Internet, allowing parents to determine their child's unique learning profile, which includes a 360° review involving other caring adults responsible for his or her upbringing and education.

Thriver™ delivers an adaptive brain-training program designed to help strengthen cognitive areas of concern. The innovative learning platform has been designed by a pediatric neuropsychologist, and it targets nine cognitive skill sets that have an enormous impact on the child's academic performance, happiness, and overall mental well-being.

About the YMCA of Greater Toronto

As a charity, the YMCA offers a variety of programs responding to the needs of the community, including education and training, employment and immigrant services, family and youth services, health and fitness programs, child care and camps. Serving the population of the GTA, Durham, Peel, York, Halton Region and Dufferin County, last year the YMCA connected with more than 489,000 people across 334 locations (www.ymcagta.org).

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