



NEWS BRIEF

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Dynamic Literacy Named a Finalist for the 10th Annual Charlottesville Innovation Awards

CHARLOTTESVILLE, VA. (April 1, 2008) – The Charlottesville Business Innovation Council has selected Dynamic Literacy as a finalist for its 10th Annual Charlottesville Innovation Awards. The program honors individuals and organizations that have made noteworthy contributions to the marketplace and community in the past year through entrepreneurship and the creation, commercialization, or application of technology. Dynamic Literacy is one of three finalists for The Breakthrough Award, which is presented to an individual or organization that achieves a remarkable breakthrough or quantum advance.

In a statement released by The Charlottesville Business Innovation Council, Chair Dave Keller offered the following acclamation, “The award finalists are shining examples of the vitality of the technology sector and entrepreneurship in our region.”

The Charlottesville Business Innovation Council is a technology and entrepreneurship-focused business alliance in Central Virginia. The organization serves its members by providing advocacy, educational programming and networking opportunities. With more than 300 individuals, companies and organizations as members, the Council represents more than 11,000 people in the workforce.

Winners will be announced during the Innovation Awards Gala on May 22 in Charlottesville. For more information on the Charlottesville Innovation Awards, visit www.cvillebic.org.

About Dynamic Literacy

Dynamic Literacy, LLC is committed to improving vocabulary, language and reading comprehension skills for students through the *WordBuild™ Vocabulary Development System*. Based on frequently used Latin and Greek roots, the program is a series of educational materials designed to teach students how words are built by focusing on the meaning of prefixes, roots and suffixes. Gaining the skills necessary to decipher unfamiliar words helps improve students' performance in the classroom and on high-stakes assessments. The company was established in 2002 and is headquartered in Charlottesville, Va. For more information, visit www.dynamicliteracy.com or phone 888-696-8597.

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