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Former Marietta School Teacher Launches Second Math App

Teacher turned App Developer Leverages Classroom Experience in Creating Educational Games

February 12, 2014 - ATLANTA - Fluency Games, LLC founder, Martin Esterman, today announced the release of Multiplication Blocks, a math game app designed for elementary students and educators to increase recall speed and accuracy for multiplication. Multiplication Blocks is the second math game designed by Mr. Esterman and released by Fluency Games, LLC. Mr. Esterman's first math app, Addition Blocks, received recognition from numerous sources including: Winning the *PBS Kids Prize of the 2012 National STEM Video Game Design Challenge* for teacher entries, receiving the 11Alive "Class Act Award" from local NBC affiliate 11Alive News (March 2013), and the PBS Kids and BrainPOP websites.

Mr. Esterman is a former 7th grade math teacher at Marietta Middle School in Marietta, Georgia. At the end of the school year in 2013, he left his full-time teaching position to concentrate on developing additional educational apps and games. He founded Fluency Games to market and distribute his games and apps.

The Multiplication Blocks app is unique in that it is not designed to teach multiplication facts, but to increase recall speed and accuracy (fluency) for multiplication. A falling target block, plus a time limit on each level, force players to react faster and reinforce memory connections thus improving accuracy. The game features three speed and three difficulty settings, over 30 achievements, nine unlockable special blocks, three game modes, special levels, and even another hidden game.

"I love creating games that help young people master mathematics," said Martin Esterman, Founder of Fluency Games. "During my classroom experience, I saw firsthand the importance of games in helping students become proficient in their math abilities. Multiplication Blocks and Addition Blocks apps are designed to be engaging games that reinforce number associations in the student's memory. The result is that a student can add or multiply faster and make less computation errors. I believe teachers and parents will appreciate the enthusiasm of their students in playing the apps, as they see the young person's math proficiency improve."

The Multiplication App will be available beginning February 12th and can be purchased from all major stores including The Apple iOS App Store, Google Play, Mac Store, Amazon Store (Kindle), and the Windows8 Store. The "Pro/Educational" version (with no ads, in-apps or external links) will be available for \$0.99 (half-price from standard price of \$1.99) until February 19th.

About Fluency Games, LLC

Fluency Games, LLC is an independent software development company dedicated to making engaging, addictive games for kids of all age to help them improve their math abilities.

Fluency Games was born from the success of Martin Esterman's award-winning Addition Blocks App, which won the PBS Kids Prize of the 2012 National STEM Video Game Design Challenge (Teacher Entry). A former software engineer-turned math teacher- Mr. Esterman has always used games and puzzles to enhance learning. In 2013, Martin decided to dedicate his time and effort into making apps and games that will not only be fun, but help kids of all ages become better at math. For more information, visit the website: www.additionblocksgame.com, find us on Facebook: www.facebook.com/AdditionBlocks or follow us on Twitter: www.twitter.com/additionblocks.