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Multiplication Blocks Game App Now Available

Math Game Enhances Accuracy and Recall Speed

February 12, 2014 - ATLANTA - Fluency Games 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 follows the release of Addition Blocks, the company's first app, which won the *PBS Kids Prize of the 2012 National STEM Video Game Design Challenge* for teacher entries.

During the initial release, users can purchase the "Pro/Educational" version (no ads, in-apps, or external links) of Multiplication Blocks for \$0.99 (half-price from the standard price of \$1.99) until February 19th. The 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 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.

Multiplication Blocks offers a similar game interface to the award-winning Addition Blocks. Players tap or click on a pair or group of adjacent numbers, from a grid of number blocks, that when multiplied, equal the falling target block. If the falling block reaches the bottom of the screen before the player solves it, the blocks begin to stack up. Then a new target block is presented and the game continues until the time limit ends or the wall of unsolved blocks reaches the top of the screen.

"Parents and teachers are seeking innovative ways to help elementary students embrace and enjoy math," said Martin Esterman, Founder of Fluency Games. "Multiplication Blocks and Addition Blocks apps provide students with engaging games that reinforces number associations in the student's memory, improving their knowledge and fluency of mathematics. My twin passions are games and teaching. I believe teaching math through gaming is an effective way to reinforce and support classroom learning for all students."

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.