

mark-my-time.com

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**MARK -MY -TIME™ DIGITAL BOOKMARK NAMED WINNER OF 2005 PARENT
TO PARENT ADDING WISDOM AWARD**

*Innovative Portable Timer with Alarm Conveniently Tracks Reading Time;
Motivates Kids to Read More*

CHANDLER HEIGHTS, AZ – The Mark-My-Time™ digital bookmark has been awarded a 2005 Parent to Parent Adding Wisdom Award for Educational Product and was also selected for the Most Unique Product.

The only award program ever honored by Disney, the Adding Wisdom Awards evaluates products based on feedback from child care facilities, experts and parents nationwide. The objective of these awards is to identify the best products for moms-to-be, children and young adults.

“The Mark-My-Time digital bookmark is an innovative new way to motivate kids to read and read longer by simplifying the way they monitor their daily reading minutes. It is a great, new, fun tool that parents and kids, alike, really enjoy. Adding inspiration to reading by such a clever educational tool is a great way to motivate both kids and parents,” said Jodie Lynn, syndicated parenting/health expert and Parent to Parent CEO/founder of www.AddingWisdomAward.com.

Also named “Best New Product of 2004” by BookExpo America, the Mark-My-Time digital bookmark features bright, fun colors and electronic functions that encourage kids to make reading a daily habit. For parents, a simple touch of a button means that daily reading minutes are recorded easily and accurately.

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“When we first developed the concept for the digital bookmark, it was in response to our need to accurately track our own children’s reading times,” said Maureen Farinella, founder of Mark-My-Time. “What we found, however, was that more people were attracted to our product because of its ability to actually get children excited about reading.”

The award-winning Mark-My-Time digital bookmark is made of durable polyethylene plastic and comes in three hot colors—neon green, neon blue and neon purple. Its slim form fits neatly between the pages of any book. At the top is a digital clock that’s powered by an inexpensive, replaceable watch battery. Parents can choose to set a countdown timer with alarm that alerts students when they have completed their required reading time without them having to ask every two minutes, “Am I done yet?” Or, there is a cumulative timer, ideal for multi-session reading, which tracks total time read throughout the day.

In addition to serving as a useful tool during reading sessions, the Mark-My-Time digital bookmark is also ideal for timing music practice sessions, timed math fact activities, meetings, homework study sessions, cooking and interval training when exercising.

The Mark-My-Time digital bookmark is available nationwide at leading bookstores, discount drug chains and wholesale clubs at an average retail price of \$8.95.

For information regarding retail availability, usage tips, testimonials and fundraising-related activities, or to place an online order, visit www.mark-my-time.com.

Editor’s Note: Hi-res product images can be downloaded from www.mark-my-time.com or contact abarh@robertfalls.com if you need additional images.