

**For Immediate Release**

**Rufus Robot, Inc. Announces Release of**  
***Learn with Rufus: Numbers and Counting***

*Educational Software for Mobile Devices*

*Pittsburgh, PA – January 23, 2014* – Rufus Robot, Inc. announced the release of their newest mobile application, *Learn with Rufus: Numbers and Counting*, educational software designed for young children from those learning numbers for the first time, to those learning quantity comparisons and the order of numbers on a number line.

**Effective Learning Tool**

*Learn with Rufus: Numbers and Counting* is available for immediate purchase on the popular mobile devices of both the iOS platforms (iPhone, iPod, iPad) and the Android platforms, including the Amazon Kindle Fire. The software is organized into six parts, an animated tutorial and five separate games. The tutorial graphically demonstrates the number sequence while each of the five games teaches a range of topics including counting, comparisons, and the number line.

**Educational Benefits for All Children**

*Learn with Rufus: Numbers and Counting* was designed by Dr Holly Gastgeb, a clinical and developmental psychologist with over ten years of experience working with typically developing children and children with autism spectrum disorder (ASD). The ability to count and compare quantities is a basic skill each child should have before starting school. Many school

systems consider this to be one of the skills essential for school readiness and success. *Learn with Rufus: Numbers and Counting* prepares children for these early challenges.

### **Entertaining to Children**

“It has been generally shown that children who have early successes in school gain the confidence to achieve even greater successes later in life,” Dr Holly Gastgeb said. “The Learn with Rufus series of apps provides this foundation. The balloon popping toy in *Numbers and Counting* is especially entertaining and keeps the children’s interest while they learn.”

### **About Rufus Robot, Inc.**

Founded in 2013, Rufus Robot, Inc. provides fun, useful, and affordable tablet-based applications to the growing number of children who need them. The company offers a wide range of educational software applications and services.

### Effective Education Through Entertainment ###

### **For more information:**

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