



## **FLAGHOUSE AND POINTERWARE ANNOUNCE PARTNERSHIP TO BRING INTERNET ACCESSIBILITY SOLUTION TO PEOPLE OF ALL AGES AND ABILITIES**

**March 9, 2010 (Toronto, Ontario)** – FlagHouse Inc., a premier global supplier of physical education, recreation, and special needs products and solutions, today announced an exclusive partnership and reseller agreement with PointerWare Innovations Ltd. to distribute PointerPC. PointerPC is an innovative software solution designed specifically for seniors and special needs populations. PointerPC will be available exclusively through FlagHouse.

This partnership means that all individuals, regardless of age, experience or physical, mental and developmental disabilities, will have access to all the Internet has to offer. PointerPC's unique and simplified user interface runs directly on top of Windows, making it easy for anyone to get online and access email, photos, games, Internet browsing and voice and video conferencing. This innovative product further positions FlagHouse as North America's pre-eminent special-needs resource supplier.

"PointerPC can open up a new world for our many clients with disabilities," said George Carmel, CEO of FlagHouse. "They will be able to enjoy new socialization opportunities, communicate with their friends, participate in Internet-based activities and access information through this simple, easy to use, interface. We are very excited to offer a product that furthers our commitment to help improve quality of life for people of all ages with disabilities."

"PointerWare is very excited about working with FlagHouse and reaching a brand new audience of users with special needs. FlagHouse is a well-established and trusted provider. This exclusive reseller agreement will significantly bolster PointerPC's visibility among an audience of caregivers throughout North America," said Raul Rupsingh, PointerWare Innovations CEO. "FlagHouse's experience offering resources to those with physical and developmental disabilities, together with PointerWare's expertise in developing simple software solutions, opens a new door to those who have traditionally been left out of the online conversation."

"Despite the numerous, well-documented benefits that come from being connected over the Internet, a significant portion of the population still faces barriers to getting online. PointerPC's simple user interface enables these individuals regardless of experience or ability. Whether it's a senior who has never used a computer before, an adult with Parkinson's or a child whose physical or developmental disabilities make using computers challenging, no one needs to be left out of the online experience," added Rupsingh.

Research shows that people who are online are less likely to suffer from depression. Age-related dementia can be slowed, and possibly reversed when seniors take advantage of computer-based brain-fitness games. And some studies suggest that those who take advantage of what the Internet has to offer are able to stay independent longer.

PointerPC will be available exclusively through FlagHouse and will appear in their Going Strong and Giant Leaps catalogs.

### **About PointerWare**

PointerWare Innovations Ltd., developer of PointerWare™ and PointerPC™ is a specialty software company headquartered in Toronto, Canada. Its founders, Raul Rupsingh and Stephen Beath, were inspired by personal experience with their own families to create PointerWare. Among its many easy-to-use features are PointerWare's simplified user interface with large buttons, scalable text, use of photos to identify email and videoconference recipients, and optional voice message emails for users with vision impairment and mobility challenges. To learn more about PointerWare, visit [www.pointerware.com](http://www.pointerware.com).

### **About FlagHouse**

FlagHouse is a premier global supplier of resources for physical activity, recreation, education and special needs. Headquartered in Hasbrouck Heights, New Jersey, and with operations in the United States and Canada, FlagHouse has over 50 years experience responding to customer's changing needs. Their mission is to enhance the quality of life for people of all ages and abilities. FlagHouse markets its products through catalogs including [Physical Education and Recreation™](#), [Going Strong™](#), [Flying Start™](#) and [Giant Leaps™](#) and through their web site [www.flaghouse.com](http://www.flaghouse.com). In addition to being the North American distributor for [SNOEZELEN®](#) multi-sensory environments, FlagHouse holds the publishing, marketing and distribution rights for [CATCH®](#) (Coordinated Approach to Child Health). FlagHouse serves both the public and private sectors through relationships with schools, parks, community centers, healthcare organizations, day treatment and residential care centers, military bases and individuals.

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