



Junior Achievement[®]

Future CEOs Learn By Running Virtual Company

(NAPSA)—The future is now for high school students who have their eye on a business career.

That's because a new online business simulation makes it possible for these future CEOs to "run" a company that manufactures and sells a high-tech product.

Students learn to analyze situations, apply information under pressure, chart data, build consensus before taking action, engage in critical thinking and work as part of a team. It also helps young people sharpen their math skills.

Called *JA Titan*, the program is available at <http://titan.ja.org> and was created by the world's largest and fastest growing organization dedicated to educating young people about business, economics and free enterprise—Junior Achievement. Its development was sponsored by the Best Buy Children's Foundation.

The simulation is offered in two versions: a school edition—complete with lesson plans and tools for teachers—and a public edition available online for free.

The simulation lets students make decisions on price, production, capital investment, research and development, and marketing. It also allows students to compete against computer players, other students, or both. Using a fun story line, the program incorporates colorful new characters to offer players advice through a futuristic feature called "Video



A new online computer game helps young people experience what it's like to be a CEO.

Instant Messenger." Much like a real CEO of the future, players receive important messages from an ever-watchful board chair or from employees themselves.

Today, *JA* reaches more than four million students through 150 offices nationwide and another two million students in more than 100 countries worldwide.

Founded in 1994, the Best Buy Foundation works to enhance the quality of life of school-age children by supporting the development and delivery of technology-based educational materials.

To play *JA Titan*, visit its Web site at <http://titan.ja.org>. For more information about *JA*, visit www.ja.org or write JA National Headquarters, One Education Way, Colorado Springs, CO 80906. You can also contact the nearest Junior Achievement office.