



## **VocabSushi, Innovative Study Tool, Teaches Vocab Using Sentences From the News**

***For Immediate Release***

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NEW YORK – VocabSushi ([www.vocabsushi.com](http://www.vocabsushi.com)) today launched a revolutionary vocabulary learning service that helps students study for the SAT by culling sentences from news articles that make deft use of target words.

“When you learned English, you didn’t sit down with 1,000 flash cards,” said VocabSushi creator Jeff Novich, who developed the program while tutoring students in Manhattan for the SAT. “You listened to people talk and you read stories, and when there was a word you didn’t recognize, you figured out its meaning based on context. Why should that learning process be any different for test preparation?”

Using VocabSushi, students learn the meanings of words faster, more accurately and more efficiently than relying on rote memorization. Many words, for example, are commonly paired with another word, such as an "egregious error" or an "intrepid reporter," that clue in the reader to the word's appropriate usage and definition.

VocabSushi hunts for sentences that include one or more of the 8,000 vocab words that typically appear on standardized tests including the SAT and GRE. The system provides thousands of sentences that demonstrate a vocab word's contemporary usage in news articles. Compared to the mind numbing method of memorizing flashcard definitions, users attain a deeper understanding of a word’s meaning and its appropriate usage, actually enjoy the learning process and even gain an interest in current events.

“We scour hundreds of news Web sites and pull out thousands of new sentences every day along with the articles they come from,” said Novich, who studied physics and computer science at Johns Hopkins and received a Master’s in journalism from Columbia. “So each day you can find lots of new, interesting stuff to read and games to play.”

New users can enjoy a free 2-week trial membership to become acquainted with the service. After that, the service costs as little as \$5 per month for a year-long membership that includes access to printable PDF quizzes, podcasts, sentence completion and definition matching games, MP3s of words for correct pronunciation, definitions and plenty of engaging sentences from The New York Times, Newsweek and other leading publications. Users can also build and maintain customized vocab lists tailored to their skills and goals and can chart their progress over time.

If you would like to interview Jeff Novich, please email [jeff@vocabsushi.com](mailto:jeff@vocabsushi.com) or call 914-629-9071. For downloadable screenshots, links to this press release, different sized logos, and the founder's headshot, please visit our [press resources](#) page.

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