



## Press Release

### Online Tutorials make Learning Languages Easier

#### **Babbel.com brings the Educational Possibilities of the Internet to Foreign Language Beginners**

**Berlin, September 2, 2008:** Today Babbel.com (<http://www.babbel.com>) introduces the Babbel Tutorials, an especially effective and entertaining way to learn online. These interactive lessons give users the chance to learn new languages from scratch, incorporating grammar explanations and workbook exercises in the intuitive, playful style for which Babbel.com is already recognized.

Akin to a multimedia slideshow presentation, Babbel Tutorials improve on traditional print language learning materials and simplify them for maximum effectiveness, but more importantly, for fun. While the lessons are designed as a progression, they are split into bite-size portions with audio, images and explanations in the user's native tongue, always allowing one to skip back or ahead, according to level and taste. „With the multimedia and communicative possibilities of the internet," says Ulrike Kerbstadt, language instructor responsible for Babbel content, „we can take exercises that up until now were rather dry and make them interactive and entertaining. Fun learning is always more effective learning." Babbel currently has learning materials in French, Spanish, German, Italian and English.

Students, travelers, business people and curious types worldwide are turning more and more to the internet to study foreign languages. Babbel will now also look to independent language instructors, interested users and educational institutions to design their own Tutorials to share with their students and the Babbel user base. This will be as a supplement to Babbel's professionally edited core content by the website's competent and experienced team of native speakers and language experts.

A growing registered user base of over 70,000 participants already takes part in Babbel's free, extensive offerings on a game-like, easy to use interface. These include theme-based interactive packages and community features that allow users through personal profiles to get in touch with learning partners or create a „tandem"(language exchange), as well as upload and rate images for use in lessons. The new Tutorials are only the first release of many new features which are currently in development.

#### **About Babbel.com**

Located in multi-cultural Berlin, the company behind Babbel, Lesson Nine GmbH, is currently growing, adding team members to its five full-time and over ten freelance employees. Lesson Nine was founded in 2007 by Lorenz Heine (35), Markus Witte (38), Toine Diepstraten (33) and Thomas Holl (33). Beforehand these four worked for the audio software company Native Instruments, which Heine had co-founded. Online since January 2008, Babbel.com just received a recent investment from KizooAG and VC Fonds Berlin (see last press release, July 28, 2008). Find more information about the company at: <http://www.babbel.com/about/ENG/press>

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