

## Press Release

### **Grammar the Fun Way: Babbel Offers New Lessons**

- *30 to 40 new grammar-themed lessons for Spanish, French, Italian and German*
- *Complete Beginner's Courses for Swedish and Portuguese*

**Berlin, September 21, 2010 – For the past two years, Babbel (<http://www.babbel.com>) has been offering self-directed learners the chance to study foreign languages. Now, in addition to beginner's courses, vocabulary and pronunciation training, the online language learning system is offering comprehensive grammar lessons. With this, Babbel emphasizes its didactic approach and puts a priority on preparing learners for everyday situations. The new, interactive lessons incorporate various multimedia features and have a clear and user-friendly design.**

For some, learning grammar is a challenging and exciting part of acquiring a new language. For others it is a trauma left over from elementary school. The word grammar can evoke unpleasant memories of drilling conjugations and declensions where only the exceptions seem the rule. With the help of current educational theory that focuses more on communication than on abstract rules, Babbel takes a more relaxing approach to teaching grammar.

Miriam Plieninger, Babbel's Course Editor, comments: "we're not creating courses for academics, but rather for everyday people who genuinely want to learn a language. That's why we take the time to describe foreign language concepts in a way that anyone can understand, with tons of examples. Instead of pummeling people with a complex set of rules, we offer basic grammar concepts in a way that they can be easily comprehended and put into practice."

#### **4x30 lessons**

Within the Spanish, French, Italian and German courses there are 30 to 40 new grammar lessons. They are directed as much towards beginners at the start of the course as to those with previous knowledge who want to review or work on their skills in specific areas.



## **Expanded Beginner's Course**

For all seven languages, Babbel offers complete beginner's courses. Learning materials for Brazilian Portuguese and Swedish have been considerably expanded so that those who have completed the Beginner's Course have achieved the A1 level according to the Common European Framework of Reference.

Further information and images of Babbel  
<http://www.babbel.com/home/about/press>

### *About Babbel:*

*Babbel is an online language learning system. Along with the website Babbel.com, there are apps for iPhone and a downloadable vocabulary trainer. Both beginners and continuing learners will find interactive exercises for studying English, German, French, Spanish, Italian, Brazilian Portuguese and Swedish. Among diverse kinds of courses there are basic and advanced vocabulary, grammatical exercises and pronunciation training. More than 800,000 people from over 200 countries have already registered with Babbel, while the iPhone app has passed the 200,000 download mark.*

*The company behind Babbel, Lesson Nine GmbH, operates out of Berlin, Germany. Founded in August 2007, it now has around 40 fulltime and freelance employees. Since July 2008 Lesson Nine has been funded by Kizoo AG and VC-Fonds Berlin. Further information at <http://www.babbel.com/home/about>*

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