

Press Release

New Year's Resolution 2011: Learn a Language Online

Berlin: Jan. 1, 2011 **It is worth it to follow up on a New Year's resolution to learn a new language. An evaluation of user progress on the Babbel learning system suggests that starting to study at the beginning of the year makes for proficiency by spring.**

Results of the evaluation:

- On average, online learners only need ten weeks to finish a beginner or advanced course.
- They study 2.4 times a week for 32 minutes at a time, in other words no more than an hour a week.
- Learners that complete a beginner's course have reached level A1 of the Common European Framework of Reference for Languages and are therefore in a position to be understood on their holiday abroad or to have a simple conversation.
- Babbel members are taking advantage of the flexibility that online learning offers: Learning times are spread out over the day from 7 a.m. to 10 p.m.
- Out of all courses at Babbel, the beginner's courses are the favorite, followed by "The 100 most important words".

New Course Structure Makes Learning Easier

In 2011 Babbel will launch new types of courses. Study will be distributed throughout the year to optimize learning progress. This makes for lasting success. There will also be new courses added for beginners with some previous knowledge

About Babbel:

Babbel is an online language learning system. 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 900,000 people from over 200 countries have already registered with Babbel, while the iPhone app has passed the 250,000 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>