



## **Press Release**

### **Dance a Viking Samba with Babbel**

#### **Online Language Learning Platform Babbel Expands to Offer Swedish and Brazilian Portuguese**

Berlin, March 16, 2010 – **What do Brazil and Sweden have in common? Both are exotic traveler destinations, and both are home to two of the foreign languages most in demand among English-speaking language learners. Consequently, the language education platform Babbel (<http://www.babbel.com>) has expanded its offerings to include Swedish and Brazilian Portuguese. In all, Babbel offers seven languages for anyone who is interested in online learning for career, travel or dating. To celebrate the addition of two new languages, Babbel is offering “Language Flex”, a discounted subscription so users can explore all seven languages, at their own pace, for one low price.**

#### **Carnaval, Caipirinha and Capoeira**

Thanks to the music of Caetano Veloso, the slick moves of capoeira and the seduction of samba, Brazil has always been the stuff of dreams. Add to that the adrenaline of Brazilian soccer and the legendary beauty of Brazilian women, and people interested in taking a plunge into the language have more than enough reasons to start. Due to more opportunities travel to the country – and the promise of the 2016 Olympics – Brazil has become a favorite for tourists and adventurers alike. This is not to mention the thousands of immigrants and expats who make their way yearly to the land of Sugarloaf Mountain. Brazilian Portuguese is today a world language, spoken by 190 million people. Incidentally, it differs significantly from European Portuguese in its pronunciation, grammar and vocabulary.

#### **Tala svenska – Words for the Slick Design Set**

From IKEA to Ingmar Bergman, Sweden has always been associated with elegant



design and art. English speakers have benefitted from the fact that Scandinavians have a command of their language. But for those with a disposition for the sleek and contemporary, perhaps there is a desire to engage the culture directly in Swedish. . Sweden is a beloved tourist destination not just for its cool interiors but also for its lush exteriors. Fascinating culture and relatively unspoiled landscapes make the country, and language, desirable for both the visitor and aspiring expat. Nine million people worldwide speak Swedish, a number that is rising. Currently 19,000 Brits and a significant amount of Americans are living abroad in Sweden.

“As a language, Swedish is booming. Yet there are relatively few courses available out there, many of which are crowded or overbooked,” says Markus Witte, Babbel’s co-founder. “With our web course anyone can prepare for their vacation, the next art film or for their new home country.”

### **Language-Hopping Gives the Chance to Dabble**

The new “Babbel Language Flex” allows, for the first time, complete, flexible access to all seven languages that Babbel offers – English, Spanish, Italian, German, French, and now Portuguese and Swedish. This way any Babbel user can dabble in any language according to need or desire, or focus on individual themed Courses such as Italian for Fashion and Shopping or Spanish for Travel, all for one low price. Until March 26<sup>th</sup>, those who sign up for Language Flex only pay US\$7.75 (internationally, £5.00 or €5.75) a month for a minimum of a year. The month-by-month offer for one language continues to be \$11.95 (£7.95 or €8.95). Existing customers can take advantage of an upgrade offer.

Further information about Babbel and images at:

<http://www.babbel.com/home/about/press>

For more information about the Language Flex offer (after login):

<http://www.babbel.com/go/7lang>



*With interactive exercises, Babbel ([www.babbel.com](http://www.babbel.com)) offers the opportunity for anyone to learn English, French, Spanish, Italian, German, Portuguese or Swedish online. Since January, 2008, around 500,000 users have registered. The company behind Babbel, Lesson Nine GmbH, is located in multi-cultural Berlin, Germany, and was founded in 2007 by Lorenz Heine (36), Markus Witte (39), Toine Diepstraten (33) and Thomas Holl (34). Babbel.com received an investment from Kizoo AG and VC Fonds Berlin in the summer of 2008. 2009 then brought funding of around 1 Mio. Euros from the State of Berlin and the European Regional Development Fund (ERDF). The Babbel Team currently consists of about 35 full-time and freelance employees.*

**Contact Babbel:**

*Markus Witte  
Managing Director  
Lesson Nine GmbH  
Großbeerenstr. 81  
10963 Berlin,  
Tel.: +49 30 346 55 93 87  
E-Mail : [mwitte@babbel.com](mailto:mwitte@babbel.com)*



**Babbel Contact:**

*Markus Witte  
Geschäftsführer  
LessonNine GmbH  
Großbeerenstr. 81  
10963 Berlin,  
Tel.: 30 346 55 93 87  
E-Mail : [mwitte@babbel.com](mailto:mwitte@babbel.com)*