

## Press Release

### **Babbel Grows from Website to Comprehensive Language Learning System**

- *Babbel Mobile iPhone App is a language vocabulary trainer for on-the-go and in-between*
- *Successful cooperation with software company Aspirement*
- *Babbel Refresh (Beta) is a desktop program that individually tailors language review*
- *Combination of traditional language learning methods and up-to-date technology*

*Berlin, April 13, 2010* – Today the interactive language learning system Babbel ([www.babbel.com](http://www.babbel.com)) presents three new key features that make learning foreign languages easier than ever. Babbel apps for iPhone, created in collaboration with German software company Aspirement, offer convenient learning for on-the-go. Meanwhile, a special desktop program for PC and Mac now individualizes the learner's routine. Finally, a newly designed interface for Personal Vocabulary allows words to be printed out for study offline. Tailored to fit individual routines, and taking full advantage of current internet technology, Babbel opens up new dimensions for the study of foreign languages.

### **High Learning Efficiency: *Babbel Mobile* for iPhone, iPod Touch and iPad**

Anyone can take a few moments on the way to work, in a café or during the commercial break to quickly practice some vocabulary: The *Babbel Mobile* apps in seven languages for iPhone, iPod Touch and iPad makes this possible. When traveling, the program is also a great bring-along tutor and can provide the most useful vocabulary and phrases with just one click. Downloading the iPhone apps in any of Babbel's seven languages – Spanish, French, English, German, Italian, Portuguese and Swedish – is free. Subscribers to the online portal have access to the entire Vocabulary on- and offline. There is also a trial version those who have not yet purchased Babbel.

Every user's Personal Vocabulary synchronizes automatically. For those interested in the app independently of the online portal, there is the possibility to purchase it for €5.99. This gives the chance to study up to 3000 words and phrases for any one language, as well as access to all features online and off. "With the new iPhone apps, the user can take advantage of short breaks to brush up on vocabulary words and stay present with the language – even with a tight schedule." says Markus Witte, managing director of Babbel.

Here is a direct link to the App Store download for all Babbel languages:

<http://www.babbel.com/go/babbel-mobile>

### **Individualized Language Training: “Babbel Refresh” in Beta**

Most people do not have the time to study foreign language vocabulary, but it's often easy for them to get distracted or lose momentum. Babbel has developed the new *Babbel Refresh* to motivate learners. The program reminds the user regularly to review, and allows the personal Vocabulary Trainer to be opened with just one click. Babbel's Refresher Tool analyzes the learner's current progress, and calculates what should optimally be reviewed next. The user sets the flexibility of the reminders according to their particular routine.

Babbel subscribers can download *Babbel Refresh* and install it locally on their computer. Based on the Adobe Air runtime environment, the feature works with both Windows and Mac operating systems. “Babbel is more than just a website,” Witte says. “With this type of independent learning management, Babbel is one of the most up-to-date and comprehensive language learning systems around. The combination of technology, high quality content and innovative teaching methods make Babbel very unique.” Here is a link going directly to the Babbel Refresh download page: <http://www.babbel.com/go/babbel-refresh>

### **Newly adapted learning material makes language learning even easier**

Content-wise, Babbel has expanded its language learning system to offer more courses and new formats. Starting now, Babbel users can manage their Personal Vocabulary and Refresher Tool with individualized settings. In addition, due to popular demand, the learning system now offers the opportunity to print out Personal Vocabulary.

After the recent addition of Swedish and Brazilian Portuguese, the market entry into Sweden, Brazil and Portugal has just taken effect. Now Babbel offers a total of 42 possible language combinations for more than 700,000 learners from more than 200 countries.

For further information and images go to: <http://www.babbel.com/home/about/press>

### **About Babbel**

*With interactive exercises, Babbel ([www.babbel.com](http://www.babbel.com)) offers the opportunity for anyone to learn English, French, Spanish, Italian, German, Brazilian Portuguese or Swedish online. Since January, 2008, more than 700,000 users have registered worldwide. The company behind Babbel, Lesson Nine GmbH, is located in multi-cultural Berlin, Germany, and was founded in 2007 by Lorenz Heine (37), Markus Witte (39), Toine Diepstraten (35) and Thomas Holl (35). 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.*

**About Aspirement**

*Aspirement develops and distributes software for iPhone, iPod Touch, iPad and other mobile platforms. The Berlin company was founded in 2009 by David Link and Urs Kramer, and focuses on applications for long-term use. In these mobile, digital times, through partnerships with authors, publishers and others, Aspirement develops platforms to successfully bring diverse kinds of content into the public sphere.*

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