

Press Release

Babbel Kicks Off a World Cup Course – Foreign Language Learning for Soccer Fans

- Seven-lesson course to prepare for the World Cup
- Soccer vocabulary on your iPhone with Babbel Mobile
- Training in seven languages, making for 42 language combinations

BERLIN, May 18, 2010: **This year, there's just one international language: Soccer. But for whoever might be interested in any other language, the online platform Babbel now offers the Mini-Course "World Cup" in French, English, Spanish, Italian, German, Swedish and Brazilian Portuguese. The Vocabulary for the World Cup contains special words and exercises to get ready for the big soccer event, so you can explain the offside trap to a French fan in his native tongue, or after a quick vocabulary check on the iPhone, argue with a Spaniard over the incompetent referee.**

It's high time there was a little international understanding: Follow the match together, talk shop over the team lineup, or celebrate a goal. The Mini Course on Babbel is made up of three Courses and four new Vocabulary Packages. They bring together all the most important soccer vocabulary on your iPhone or online for convenient learning in your free time

Penalty Kick!

The World Cup Course contains seven short lessons. The first has useful words and phrases about soccer and can be tested for free. And for anyone who wants to give a fuller account of fouls to the *Tifosi* in the sports bar around the corner, there's "Advanced World Cup".

This special language Course is available in 42 language combinations. So any soccer freak can learn words and phrases in one of seven languages. With the Babbel Mobile app, you can learn the Packages easily on your iPhone or iPod Touch.

You can find the World Cup Course at:

<http://www.babbel.com/go/rsa2010>

Babbel Apps for iPhone and iPod Touch at:

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

Other links:

Babbel Blog: <http://blog.babbel.com/>

YouTube Channel: <http://www.youtube.com/user/LessonNine>

About Babbel:

Babbel is a comprehensive online language learning system. Besides the website www.babbel.com, there are seven iPhone apps and a Vocabulary Trainer for download in English, French, Spanish, Italian, German, Swedish and Brazilian Portuguese. There are interactive exercises for beginners and advanced learners. 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.



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