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FOR IMMEDIATE RELEASE

PIMSLEUR UNLIMITED NOW AVAILABLE ON NOOK® by BARNES & NOBLE

**Free Lessons, Games, Upgrades for Pimsleur Unlimited for PC and MAC Subscribers,
Access to Audio Chat Rooms and Much More**

NEW YORK, May 10, 2012 – Pimsleur® Language Programs is happy to announce that it has partnered with **Barnes & Noble, Inc. (NYSE: BKS)**, the leading retailer of content, digital media and educational products, to make the Pimsleur Unlimited NOOK App™ available on Barnes & Noble's award-winning NOOK Tablet™. The launch of this free NOOK App will give customers access to the **Pimsleur Unlimited™** series directly on their NOOKs. **Pimsleur Unlimited** combines the power of the time-tested Pimsleur Audio Method with a visual, interactive program that allows users to learn quickly, review easily, and confidently engage others with their new skills. The NOOK App is available for Spanish, French, Italian or German.

"We're very excited to have Pimsleur Unlimited on the NOOK platform, making all of the functionality of this exciting language software fully mobile for users," says Robert Riger, Director of Pimsleur Language Programs.

Available in the NOOK App Store (www.nook.com), the Pimsleur Unlimited App features all of the software from the series including the audio lessons and interactive games. When customers download the NOOK App, they receive two free lessons and can unlock a third free lesson when they bring their NOOK Tablet into their local Barnes & Noble store. In addition, users can also cruise ahead and preview the images for all 30 lessons in the first level of the Pimsleur Unlimited series. If you own Pimsleur Unlimited for PC or MAC, you can upgrade the free NOOK App into a fully functional version of your software, unlocking over 45 hours of lessons and games. These users also gain access to Pimsleur's revolutionary audio-only chat rooms from their NOOK Tablet, allowing them to chat and practice their new skills with language ambassadors in real time.

“It’s exciting to see the emergence of high end premium language learning tools like the Pimsleur Unlimited App, which brings an engaging learning and education model to all ages,” said Claudia Romanini, Director of Developer Relations at Barnes & Noble. “The synergies with the app and the physical product allow NOOK users to take full advantage of their investment either on the go or at home,” she added.

With visual features including Speak Easy, Flash Cards, and Quick Match, **Pimsleur Unlimited** reinforces the fundamental elements of the Pimsleur Method—core vocabulary, graduated recall, anticipation, and organic learning—to help users develop and maintain language skills. Pimsleur’s familiar narrator guides users through the multi-level programs with ease, telling them in English what is expected of them every step of the way. The **Pimsleur Unlimited** program updates to add new features and developments, so users can benefit from ongoing efforts to create the best, most effective language learning experience available.

Pimsleur Unlimited is also designed to provide users with a deeper understanding of the language and culture they are studying. Users who purchase the Unlimited App are encouraged to join live sessions with native speakers in Pimsleur’s all-audio chat rooms, allowing them to plunge into the intricacies of everyday life, travel, and culture. The chat sessions offer a real-world experience to help users navigate their new language with confidence and ease while also putting their newly-acquired skills to the test.

The Pimsleur Unlimited NOOK Apps are available on NOOK.com. **Pimsleur Unlimited** programs in Spanish, French, Italian, and German are available at Barnes & Noble stores or online at Pimsleur.com, PimsleurUnlimited.com, or BN.com.

Experience NOOK at any Barnes & Noble bookstore or at www.nook.com.

For more on **Pimsleur Unlimited**, please visit: <https://www.pimsleurunlimited.com/details.html>.

ABOUT THE PUBLISHER

Pimsleur® is the ultimate resource for spoken language learning. Pimsleur’s Comprehensive Programs are the most effective language-learning programs ever developed. The company’s programs utilize proven methods of learning based on extensive research of how people master languages. The Pimsleur Method is a patented method developed by Dr. Paul Pimsleur that allows users to learn a language the way native speakers do, integrating vocabulary, grammar, and pronunciation into everyday conversations. The audio portion of the Pimsleur Unlimited programs is completely portable and can be listened to anytime, anywhere. Pimsleur is an imprint of Simon & Schuster Audio; a

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