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FOR IMMEDIATE RELEASE

PIMSLEUR UNLIMITED

NEW YORK, February 2, 2012 – Pimsleur Language Programs is proud to announce the launch of **Pimsleur Unlimited™**, a new language course that combines the power of the time-tested, portable Pimsleur audio Method with a visual, interactive program that allows users to learn quickly, review easily, and confidently engage others with their new skills. **Pimsleur Unlimited** programs are currently available in Spanish, French, Italian, and German.

“65% of consumers consider themselves visual learners, and we wanted to find a way to introduce them to The Pimsleur Method that has helped millions of people learn to speak a new language for more than 50 years,” says Chris Lynch, Executive Vice President & Publisher of Simon & Schuster Audio & Pimsleur. “With **Pimsleur Unlimited** we have created interactive software that remains true to the Pimsleur Method and teaches language the way linguist and Pimsleur founder Dr. Paul Pimsleur would have.”

With new 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 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.

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As with the rest of **Pimsleur Unlimited**, the chat sessions will evolve. The Massachusetts Digital Games Institute and students at Becker College are working in conjunction with Pimsleur to enhance the chats with various gaming techniques and features. These elements will broaden the frontiers of foreign language learning to motivate users to share and engage on a deeper level and ultimately, to make **Pimsleur Unlimited** a truly comprehensive learning experience.

With up to four simultaneous users allowed per household, **Pimsleur Unlimited** also encourages users to learn and practice with others. Daily progress for all users is tracked and bookmarked, and can even be shared through social media profiles including Facebook® to allow users to keep friends apprised of their progress and share tips or strategies.

Pimsleur Unlimited programs in Spanish, French, Italian, and German are available at Barnes & Noble stores or online at Pimsleur.com, PimsleurUnlimited.com, or BarnesandNoble.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 division of Simon & Schuster, Inc. PIMSLEUR® is a registered trademark of Beverly Pimsleur, used by Simon & Schuster under exclusive license.

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