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FOR IMMEDIATE RELEASE

PIMSLEUR INTRODUCES NEW FINNISH LANGUAGE PROGRAMS

NEW YORK, September 12, 2012 – Pimsleur is pleased to announce the introduction of its new Finnish language learning programs, including Conversational Finnish and Comprehensive Finnish. These programs are available as digital downloads or on CD from Pimsleur.com as well as from distributors and retailers worldwide.

Pimsleur Finnish is currently the only comprehensive self-study course for Finnish available in the marketplace. It has been Pimsleur's most widely requested new language.

"One of Pimsleur strengths is the breadth of our Language Program list. Finnish is the perfect addition," said Robert Paris Riger, VP & Director, Pimsleur Language Programs. "We feel it's crucial to provide self-study courses that move a student through a program that quickly teaches them to speak and to understand their new language."

Finnish is an official EU language which The Defense Language Institute in Monterey, California classifies as a Level III (out of IV) in terms of learning difficulty for native English speakers. With an estimated 700,000 Americans of Finnish descent in the United States with concentrations in Michigan, Florida, Minnesota, Wisconsin, Massachusetts, Oregon, and Washington, this language is now more popular than ever.

"We're excited that Pimsleur is providing Language Programs for the Nordic Languages," said Lynn Carter, Executive Vice President of the American Scandinavian Foundation, which promotes educational and cultural exchange between the United States and Denmark, Finland, Iceland, Norway, and Sweden. "Having added Finnish to their existing Swedish, Danish, and Norwegian programs, now all they have to do is tackle Icelandic."

Pimsleur Finnish courses focus on the fundamental elements of the Pimsleur Method, a patented system developed over fifty years by Dr. Paul Pimsleur. Core vocabulary, graduated recall,

anticipation, and organic learning come together to help users develop and maintain language skills. The Pimsleur Method allows users to effectively learn a language the way native speakers do by integrating vocabulary, grammar, and pronunciation into everyday conversations. Pimsleur Finnish audio programs are completely portable and can be listened to anytime, anywhere.



For more information about **Pimsleur Finnish**, or any of our 50 other languages, please visit: <https://www.pimsleur.com/>. ***For a limited time, download the first five lessons of Pimsleur's Finnish Program for free, simply enter FINNTRIAL in the coupon code space at checkout.***

ABOUT THE PUBLISHER

Pimsleur® is the ultimate resource for spoken language learning with 50 languages plus English courses for speakers of 15 languages. Pimsleur's Comprehensive Programs are the most effective language-learning programs ever developed and 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. Pimsleur audio programs are 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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