

HEADQUARTERS:

Simon & Schuster Audio
Pimsleur Language Programs
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CUSTOMER SERVICE:

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Learning Goes Computer-Free Pimsleur's® Traditional Methods Designed for the Digital World

New York, NY – In the current economic climate, media companies are faced with a constantly changing marketplace. Driven by the need to survive and adapt in a digital world, companies are being challenged to meet the growing needs of technology savvy consumers. Simon & Schuster's Pimsleur views this as a huge upside and an opportunity to return to its roots. With its audio only philosophy, the most effective language learning methods have a significant competitive advantage, because the traditional approach lends itself perfectly to a digital future.

Traditionally delivered to consumers as CD's, the audio-only method allows for a smooth transition to the digital world. Now available as downloadable files, the change makes language learning computer-free and mobile. Pimsleur will continue to take a proactive approach to language learning, leading the way on the digital language superhighway. In 2009, Pimsleur will support digital initiatives including;

- The re-launch of www.pimsleur.com – offering customers the ability to download a free ½ hour lesson in over 50 languages and ESL courses in 14 different languages
- A web-marketing test offering one of Pimsleur's most popular products (Quick & Simple) as a digital premium
- Currently testing a combination of audio CD/MP3 CD combination packages
- Testing mobile downloads to cellular devices in the UK
- Launch of a new product, specifically designed for the consumer on the "go."

In addition to its digital efforts, Pimsleur will introduce two languages spoken in the most turbulent area of the world. In September, Pimsleur will add **Dari**, the official language of Afghanistan to their menu of languages offered. Also known as Eastern Persian, Dari is spoken in Eastern Iran and Pakistan. The second addition, **Urdu**, is slated for December and is the first language for many people in Pakistan and India and is spoken by nearly 150 million people around the world. The addition of the two new languages brings Pimsleur's menu to a total of 60 languages, boasting the most in the marketplace.

"We are dedicated to making Pimsleur the most consumer friendly language learning program. The modern approach to language learning combines the traditional methods of Pimsleur, while meeting the

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needs of today's consumer. We see this as an opportunity to create a unique footprint in the changing marketplace. It is an initiative geared to make language learning easy, affordable, and technology-friendly." - *Chris Lynch, Executive Vice President and Publisher of Simon & Schuster Audio*

In 2008 Pimsleur teamed up with Nickelodeon to announce the first ever Pimsleur® Language Learning program for children "Speak Spanish with Dora & Diego." The program combines the two most recognizable faces in the preschool world, Nickelodeon's Dora the Explorer and her cousin Diego, with Pimsleur's proven language learning methods. Now children ages 2 to 6 have the opportunity to move beyond what they've been exposed to on television and can learn Spanish in the same organic way that they're learning to speak English.

Pimsleur's courses have always been at the forefront in teaching listeners how to speak a foreign language and will continue to do so as they move into the digital future.

ABOUT THE PUBLISHER

Pimsleur® is the ultimate authority in spoken language learning. Pimsleur's Comprehensive Programs are the most effective and complete language-learning programs ever developed. The groundbreaking programs utilize proven methods of learning based on extensive research of how people master languages. The Pimsleur Method is a unique patented method developed by Dr. Paul Pimsleur that reinvents natural language acquisition by allowing program users to learn a language the way native speakers do, with exposure to vocabulary, grammar, and pronunciation all at once, in everyday conversations. Pimsleur's audio-only programs are the ultimate in portable learning. They can be listened to anytime, anywhere. Pimsleur is an imprint of Simon & Schuster Audio.

Simon & Schuster Audio is a leading publisher of general interest audiobooks including bestselling fiction, nonfiction, business/finance, self-improvement, inspiration, language learning programs, original audiobook productions, and children's titles. In addition to a list that includes such unparalleled authors as Ernest Hemingway, David McCullough, Stephen King, Phillip McGraw, and Mary Higgins Clark, Simon & Schuster Audio has produced audiobooks that have won six Grammy Awards and earned twenty-eight Grammy nominations since 1989. For more information about Simon & Schuster Audio, visit our website at www.SimonSaysAudio.com.

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