

For Immediate Release

11 October 2011

Rosetta Stone Appoints New Finance Director

Rosetta Stone[®], leading language-learning software provider, is pleased to announce the appointment of Bryan Wilkinson as Finance Director EMEA.

Bryan Wilkinson joins Rosetta Stone from Microsoft, where he spent 10 years in finance both in the USA and EMEA. Bryan played a key role as Group Finance Manager for Xbox in EMEA and contributed greatly to the company's growth in market position, profitability and expansion into new markets. Previously, Bryan was the Senior Manager of Finance and Planning at The Walt Disney Company within the Disney Interactive Media Group.

Rosetta Stone is investing increasingly in markets outside of its USA home, and Bryan's financial expertise in different regions will add to the growth of the company's presence and sales in the EMEA market. He will be spearheading the budgeting and forecasting cycles, as well as the decision making on expansion into other countries, kiosk and retail strategies, and the release of the Version 4 (Rosetta Stone TOTALE) offering in countries outside of the UK.

Commenting on the new appointment, Sylke Riestler, Managing Director Europe, Rosetta Stone, said: "We are delighted to welcome Bryan Wilkinson to the Rosetta Stone team. Bryan's appointment as Finance Director EMEA and his experience will greatly strengthen our presence in EMEA. Bryan joins us from the technology industry and will be putting his excellent finance skills to good use within Rosetta Stone."

Bryan Wilkinson said: "I am delighted to be joining Rosetta Stone and am excited at the opportunity to contribute to the continued success of the company."

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About Rosetta Stone

Acclaimed for the speed, power and effectiveness of its Dynamic Immersion™ method, Rosetta Stone is a revolutionary language learning software program.

Rosetta Stone was founded in 1992 on two core beliefs: that the natural way people learn languages as children remains the most successful method for learning new languages; and that interactive CD-ROM and online technology can recreate the immersion method powerfully for learners of any age. Rosetta Stone (UK) Limited, a subsidiary of Rosetta Stone Inc., is based in London.