

For Immediate Release

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Rosetta Stone® reveals the key to self-improvement resolutions

- £852.6m wasted on unwanted gifts last Christmas -

Keeping New Year resolutions is easier for those that set mental goals rather than physical goals, according to new research commissioned by Rosetta Stone.

With Christmas gifts buying season in full flow, Rosetta Stone, the premium language learning company, conducted research into Christmas gifts and New Year resolutions to see if respondents wish for gifts with the potential to last a lifetime by promoting self-improvement.

9% of respondents received more than £50 in unwanted gifts last Christmas (2010). The average amount wasted (£17.40) means that when applied to the UK adult population aged 18+ (49m), a staggering total of £852.6m was wasted on unwanted gifts last Christmas.

Resolutions themselves seem to be waning in popularity, with a total of 63% claiming not to have set any resolutions in 2011. Resolutions get less popular with age, with 41% of 16-24 year olds not making them, rising to 73% of the 55+ bracket.

Added to that, many that did set resolutions failed to achieve them, with 18% unable to lose weight and 12% failing at reaching their ambitions to get fitter.

Self-improvement from a mental perspective seemed to fare better, with just 4% failing to keep their resolution of learning a language, 4% failing to find a new hobby and 4% unable to travel and see the world.

Top reasons to break a new year resolution were lost motivation, or the respondent found it too difficult (29%) or did not have enough time (18%). 14% merely got bored, and 10% forgot.

Gustaf Nordbäck, Country Manager, Rosetta Stone UK commented: "It seems that some people are finding it difficult to keep to certain resolutions, and are therefore not even bothering to set them as they get older. Those that set mental goals rather than physical goals have a far better success rate, so we believe that mental self-improvement is the way to go for 2012 – and what better form of self-improvement than learning a new language!"

This is backed up by statistics revealing that of those people who would like to receive self improvement gifts this Christmas, one third (32%) would like language learning tools. Other high ranked choices for gifts included travel guides (30%) and health and wellbeing books or

software (25%). Compared to other age profiles, the 25-34 age group recorded the highest votes for these preferences.

A full copy of the research is available on request.

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Notes to Editor:

About Rosetta Stone:

Rosetta Stone is changing the way the world learns languages. Rosetta Stone provides interactive solutions that are acclaimed for the power to unlock the natural language-learning ability in everyone. Available in more than 30 languages, Rosetta Stone language-learning solutions are used by schools, organisations and millions of individuals in over 150 countries throughout the world. The company was founded in 1992 on the core beliefs that learning a language should be natural and instinctive and that interactive technology can replicate and activate the immersion method powerfully for learners of any age.

Media Contact:

Agne Liutkeviciute

UK PR Executive

Email: aliutkeviciute@rosettastone.com

Phone: +44 20 7492 9045