

For immediate release

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## Rosetta Stone appoints MBA for Pan-European campaign

MBA have been appointed by Rosetta Stone®, the world's leading language-learning software company to execute their Christmas campaign.

Rosetta Stone have previously used a variety of agencies for their Pan European integrated campaigns.

Rosetta Stone provides technology-based language-learning solutions to individuals, corporate organisations and educational institutions. Using Dynamic Immersion® method, Rosetta Stone customers acquire language by discovering it naturally and intuitively, without translation or memorisation. A combination of offline as well as online features makes language acquisition with Rosetta Stone a fun and enjoyable experience.

Stephen Maher CEO of MBA said: 'We are delighted to be working across Europe with the leading organisation in the language-learning sector and we very much look forward to sharing our marketing communications expertise for their Christmas campaign'.

Shirley Marguerite, Marketing Manager, Rosetta Stone said: 'We were very impressed by MBA's understanding of our business as well as their creativity and are looking forward to exciting work ahead'.

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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.

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