

For Immediate Release

9 May 2011

ROSETTA STONE DELIVERS NEXT-GENERATION LANGUAGE-LEARNING EXPERIENCE WITH LAUNCH OF ROSETTA STONE VERSION 4 TOTALE

Rosetta Stone, a leading provider of technology-based language-learning solutions, today introduced Rosetta Stone® Version 4 TOTALE™ (pronounced tow-TALLY), the next generation of its trusted language-learning solution. This innovative solution pairs the trusted Rosetta Stone software, which helped millions learn successfully, with an entirely new online experience that includes live, interactive coaching sessions with native speakers, allowing learners to awaken their natural ability to learn a new language. Version 4 TOTALE works through effective software and online activities that encourage learners to interact and use their new language skills.

"Rosetta Stone is committed to changing the way the world learns languages, and we believe Version 4 TOTALE is a truly innovative product that will change our industry," said Tom Adams, CEO of Rosetta Stone. "Rosetta Stone Version 4 TOTALE is a complete solution that adds live conversational practice and social learning activities to our core course. Whether purchased as a new product or as an upgrade, Rosetta Stone Version 4 TOTALE integrates locally installed software with online socialisation features, enabling learners to get the best of the offline and online worlds. We're delighted to offer an upgrade to all of our current Version 3 customers at RosettaStone.co.uk."

Using Rosetta Stone's Dynamic Immersion® method, customers acquire language by discovering it naturally and intuitively, without translation or memorisation. Speech Activation™ builds speaking confidence using state-of-the-art speech recognition technology and real-life conversational scenarios. And Native Socialisation™ places customers in live interactive sessions tutored by native speakers and in an exclusive online language-learning community.

Rosetta Stone Version 4 TOTALE combines the following elements for a complete immersion learning experience:

Rosetta Course™: The award-winning self-study software, complete with proprietary speech-recognition technology. Learn to speak, understand, read and write -- all without translation or memorisation. The Rosetta Stone Dynamic Immersion method teaches learners to think in a new language immediately by connecting words with vivid imagery in real-life contexts to convey meaning.

Rosetta Studio™: Practise speaking skills with other learners at your level in live sessions tutored by native speakers in an interactive, online environment.

Rosetta World™: Play in an exclusive community dedicated to language learning. Rosetta World presents a structured, online environment to help you engage comfortably in conversation with native speakers and practise your skills in games designed for your learning level.

TOTALe Mobile Companion™ and Audio Companion®: Reinforce language skills with an innovative mobile application built for iPhone® and iPod Touch® devices. Review on the go with Audio Companion.

Customer Success and Support: Dedicated agents provide live, one-on-one encouragement, motivation and support. Whether it's checking in on progress, congratulating you on reaching a key milestone or just helping to schedule a studio session, Rosetta Stone customer success agents are committed to helping learners achieve their language goals.

-ENDS-

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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