

For Immediate Release

17 August 2011

Rosetta Stone opens new Experience Centre at Westfield Stratford City

Leading language-learning company Rosetta Stone® has opened a new Experience Centre based at the Westfield Stratford City Shopping Centre, London.

Shoppers can test out Rosetta Stone's immersion method of language learning and its award-winning Rosetta Stone® Version 4 TOTALe™ products on different platforms, including, PC, iMac, iPad and iPod.

The experience is aimed to be as interactive as possible, to enable shoppers to see, touch, and try Rosetta Stone products in over 30 different languages. The Centre offers a chance for different groups of people (i.e friends, family) to experience the system at the same time – the seating area is surrounded by speakers from both sides and faces a large LED screen.

For the first time at an Experience Centre, customers can now access Rosetta WORLd, a fun, interactive, and exclusive online community. Users can practice online with other learners or with native speakers from around the world and play games in their new language.

The Rosetta Stone Experience Centre can be found on the ground floor of the £1.8 billion Westfield Stratford City - the largest urban shopping centre in Europe. This landmark 1.9 million square feet development serves a catchment area of over 4 million people.

At the moment Rosetta Stone operates 8 kiosks in the UK.

-ENDS-

Notes to Editor

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.

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