



GymGlish

16A, boulevard de Reuilly 75012 Paris
t/ 01 53 33 02 40 – f/ 01 53 33 02 41

GymGlish est conçu et édité par A9, SARL au capital de 78.950 Euros
RCS Paris B 451 911 812 00019

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Press Release

GymGlish Goes International

After two successful years of use within French-speaking countries, GymGlish, the 'daily English workout' approach to learning, is now available to Spanish and German speakers.

On March 15th, GymGlish will launch a new website in four languages, featuring an online shop easily accessible to international users.

This launch follows a pilot phase of testing which began in early 2007, conducted within multiple enterprises and universities across the globe:

Sample of pilot companies using GymGlish :

BNP Paribas	Panama/Switzerland
Reader's Digest	Argentina/Mexico
Danone	Spain
Antalis	Germany
...	

Sample of pilot universities using GymGlish :

Politecnica Madrid	Spain
Université la Salle Barcelone	Spain
Université du Honduras	Honduras
University of Berlin	Germany
...	

María Luisa Carrió, Director of applied linguistics department
Universidad Politécnica de Valencia

GymGlish is a new concept in e-learning. It allows for the daily practice of a second language. Students can familiarize themselves with new terms and new syntaxes, different than their native language. Additionally, the easy access to lessons and corrections makes GymGlish an attractive, effective tool.

Sue Corlett, Assistant director of language department
Universidad de Sevilla

A group of our students participated in the pilote phase of GymGlish. For the majority of them, the experience was extremely positive. GymGlish permits students to maintain and improve their knowledge of English as a complement to their regular courses. The biggest advantage of the program is the short, concise nature of the lessons which can be easily incorporated into the daily schedule of students and professionals alike. The immediate corrections of each lessons are a key factor to the student's motivation. Lastly, the characters and stories of the Delavigne Corporation add an original, attractive and fun approach to language training.

The 'daily workout' approach:

- **The e-mail** - Each morning, an e-mail is sent to you with an assortment of linguistic activities in written and audio form. 10 minutes worth of stories, dialogues, questions, 'mini-lessons' and reviews...
- **The story** - Discover the characters and adventures of the Delavigne Corporation, a San Francisco-based perfume company. Users receive a new scene each day with professional situations, diverse accents and humor...
- **The correction** - After sending a completed lesson, you will promptly receive a second e-mail with your daily score, personalized explanations, requested vocabulary translations, transcripts of audios...

The pedagogy, themes and revisions of each lesson are continuously customized and updated by our A9expert Artificial Intelligence engine.

The GymGlish program was entirely created, edited and developed (technology and pedagogy) by A9 SARL, established February 6, 2004. The PRO version of GymGlish was first commercialized in France following a pilot test conducted within three organizations: the French Ministry of Economy, Finance and Industry, Fortis Bank and the NSE Group. Since its launch in November 2004, GymGlish has been used in more than 350 organizations around the world, including the Suez Group, Oracle, IBM, Shell, Saint-Gobain, Crédit Suisse, UBS, BNP Paribas. GymGlish has been available to the general public since September 2005, and counts at present over 50,000 users of different levels, objectives and professions all over the world. GymGlish is also part of the curriculum in more than 20 universities across Europe and Latin America, including, among others, the René Descartes Paris 5 University, HEC Paris, the universities of Berlin and Cologne, Politécnico Madrid, La Salle Barcelona, and universities in Colombia, Bolivia, Honduras, etc.

A9 was founded and is managed by Antoine Brenner and Benjamin Levy. The pedagogical content is created, developed and edited by a team of creative writers and English teachers, led by Andrew Arnon. Each has taught in English in corporate and classroom settings.

Free trial : sign up to receive your 10 first e-mails at www.gymglish.com/contact

Teaser : www.gymglish.com/teaser

Press contact :
Marjorie Breille marjorie@gymglish.com
Adrien Soullier adrien@gymglish.com