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LINGUAPHONE GROUP SEALS PINGU'S ENGLISH LICENSING DEAL WITH LEADING KOREAN DISTRIBUTOR

The Linguaphone Group, global leaders in language training, are today delighted to announce a new deal that will see Eyesvision, a leading distribution company in Korea, act as their exclusive partner for the Group's character-based children's English language program, Pingu's English.

세계적인 언어 교육 기업 링거폰그룹은 오늘 한국의 선도적인 유통기업 아이즈비전과 유아동 영어 프로그램 <핑구스 잉글리쉬>에 관한 독점적 파트너십 계약에 관한 내용을 발표하게 되어 매우 기쁘게 생각합니다.

Led by Hyungsool Kim, President and Chief Executive Officer of Pingu's English in Korea, they will be responsible for distributing the Group's unique children's English language course across the country. Launching in October, they will capitalise on the lucrative children's English training market in Korea with a wide-ranging distribution strategy through childcare centers, kindergartens and book retailers as well as through the CJ and Hyundai home shopping channels.

유아동 영어 프로그램 <핑구스잉글리쉬>의 한국 내 유통은 아이즈비전의 자회사 핑구스잉글리쉬코리아 에 의해 이루어집니다. <핑구스잉글리쉬>의 10 월에 한국 내 런칭 예정으로, 핑구스잉글리쉬코리아는 잠재력이 풍부한 한국 영어 학습 시장에 성공적으로 진입하기

위하여 어린이집,유치원,서점 뿐만 아니라 TV 홈쇼핑을 통한 공격적인 유통전략을 실행할 것입니다.

Pingu's English is a three-level language course based on the popular HIT Entertainment children's character, Pingu™. Transforming the way that young children learn English, the unique methodology uses a wide variety of imaginative activities and multimedia resources. Designed for use within Pingu's English Schools, kindergartens and also by parents and children at home, this innovative course is exclusive to the Linguaphone Group.

<핑구스잉글리쉬>는 어린이들에게 인기있는 핑구 캐릭터를 기반으로 제작된 3 단계 어학 코스입니다. 어린이 영어 학습자에 맞는 다양하고 상상력이 풍부한 각종 활동과 멀티미디어 교재를 기반으로 독창적인 방법론적 기법(교수법)을 활용합니다.

핑구영어학교,유치원,집에서 부모와 자녀가 함께 공부할 수 있도록 계획된 이 혁신적인 어학 코스는 링거폰그룹에 독점적인 소유권이 있습니다.

As well as launching in South Korea, this autumn will also see the debut of Pingu's English in Russia, the Czech Republic and Cyprus. This builds on a growing global network of licensed partners who already represent Pingu's English across Asia, Europe, Middle East and Africa. The Linguaphone Group will also be attending the Frankfurt Book Fair next week to identify potential strategic partners for other international markets.

이번 가을에는 한국에서뿐만 아니라 러시아,체코,사이프러스에서도 핑구스잉글리쉬가 런칭될 예정으로 이미 아시아,유럽,중동,아프리카에서 핑구스잉글리쉬를 운영하고 있는 파트너들의 글로벌 네트워크는 지속적으로 확대되고 있습니다.

또한, 링거폰그룹은 세계 시장을 대상으로 잠재적인 전략적 파트너를 찾기 위하여 다음주 <프랑크푸르트 북페어>에도 참가합니다.

Derek Price, Chief Operations Officer of the Linguaphone Group commented,

"It is increasingly clear that parents the world over see the importance of English for their child's education and future prosperity. We are delighted to see how parents and children alike are reacting to our Pingu's English course wherever they are in the world. Korea is a really important strategic market for the Linguaphone Group's ongoing global expansion of Pingu's English and we are therefore delighted to have Eyesvision on board."

More information can be found at www.pingusenglish.com

링거폰그룹의 COO 인 데렉프라이스는

"전 세계의 학부모들이 자녀의 교육과 미래 성공을 위하여 영어를 중시한다는 사실이 점점 더 분명해지고 있습니다.

우리는 전세계의 학부모와 어린이들이 그들이 어디에 살건 상관없이 똑같이

<핑구스잉글리쉬>에 호응하는 것을 기쁘게 생각합니다.

한국은 <핑구스잉글리쉬>의 글로벌 성장을 위하여 링거폰그룹에게는 전략적으로 매우 중요한 시장으로 아이즈비전 같이 훌륭한 기업을 파트너로 맞게 되어 진심으로 기쁘게 생각합니다." 라고 말했습니다.

기타 상세한 내용은 www.pingusenglish.com 에서 확인할 수 있습니다.

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**For all media queries regarding Pingu's English Korea please contact
Hyungsool Kim, Chief Executive Officer, Pingu's English Korea
Tel: +82-2-3775-4545
Website: www.pingusenglish.co.kr / www.pingusenglishkorea.com**

**For all other media enquiries, please contact
Sarah Cole, Head of Marketing, Linguaphone Group
E-mail: sarah.cole@linguaphonegroup.com**

Tel: +44 (0)20 8687 6115
Mobile: +44 (0)7799 723 218

Notes to editors

1. The Linguaphone Group are visiting the Frankfurt Fair between the 6 - 10 October 2010. Pingu's English will be exhibiting in the **International Publishers Pavilion (Hall 8)** at **stand number (B901)** with the Publishers Association. Alternatively, please contact Sophie Abdulsalam at sophie@pingusenglish.com to arrange an appointment.
2. Master licensing business opportunities are still available in a variety of international markets worldwide. Please call +44 (0)20 8687 6104, email pingusenglish@linguaphonegroup.com or visit **www.pingusenglish.com**
3. The Linguaphone Group is a world-leading provider of language training solutions, operating under the internationally recognised Linguaphone, Direct English and Pingu's English brand names. With over 109 years of experience, the Group has an extensive network of learning centres worldwide. The Group has also helped millions of people learn a new language through their wide-ranging portfolio of self-study products sold in over 60 countries. **For more information visit www.linguaphonegroup.com**
4. Pingu's English offers an array of creative learning activities and exercises using high quality, multimedia materials and teaching resources. Developed by leading English language and child education specialists, each student will receive a course pack consisting of DVDs, study books, song and story books with CDs plus interactive online learning materials.
5. About HIT Entertainment - HIT Entertainment is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Barney™*, *Bob the Builder™*, *Thomas & Friends™*, *Pingu™*, *Fireman Sam™*, *Angelina Ballerina™* and *Rainbow Magic™*. HIT represents Chapman Entertainment's *Fifi and the Flowertots™* and *Roary the Racing Car™* in North America, as well as *Wallace & Gromit™*, *Shaun the Sheep™*, *Timmy Time™* and Aardman Classics from Aardman Animations. HIT also acts as representative for *The Wiggles®* in the UK. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, PBS KIDS SproutSM. For more information, visit www.hitentertainment.com.