HAIGHTS CROSS COMMUNICATIONS
PRESS RELEASE

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New Language-Learning Programs Drive Digital Product Growth for Libraries

Recorded Books to Feature the New Transparent Language Online at American Library Association 2011 Annual Conference in New Orleans

Prince Frederick, MD, June 22, 2011 – Recorded Books, LLC, the world's largest independent producer of audiobooks and a Haights Cross Communications company, has announced it will be featuring Transparent Language's soon to be released language-learning program for libraries and their patrons, *Transparent Language Online*™. Interested librarians can get a first look at this all new language-learning system in the Recorded Books booth (#3116) at the American Library Association Annual Conference in New Orleans, 24th - 27th of June.

Thousands of patrons have used Transparent Language's *Byki™ Online* to help them learn a foreign language. With the *new Transparent Language Online*, both current and future learners will have access to the entire collection of *Byki* material, as well as a whole suite of features, including the new *Essentials* courses, a fully guided learning experience that is sure to get every learner off on the right foot.

"We received overwhelmingly positive feedback for *Byki Online*, our first language-learning solution for libraries," says Michael Quinlan, CEO, Transparent Language, Inc. "I know that response to our new upgraded version, now named *Transparent Language Online*, will be even stronger."

Transparent Language Online is packed full of pronunciation, speech, grammar, writing, and vocabulary building lessons for over 80 languages. It also contains bonus resources intended to open up language and allow learners to really see the way in which it is used in the real world, making *Transparent Language Online* the most complete, language-learning system for libraries and their patrons.

"This top-of-the-line coursework, combined with great additional resources, makes Transparent Language Online the ultimate language-learning system," Says Rich Freese, President and CEO of Recorded Books "We are excited about the reaction we are getting from librarians and their patrons."

The *Transparent Language Online* language-learning program is set to be released following the American Library Association 2011 Annual Conference in New Orleans. The system will contain:

- **Essentials Courses** - 33 lessons to get every learner started
- **Byki Quick Start** - 10 vocabulary lists for patrons with limited learning time
- **Byki Vocabulary** - a full library of supplemental vocabulary lists
- **Language Reference** - resources to explore higher-level language and culture elements
- **Language and Culture Blogs** - designed to add variety and depth to the learning experience
- **Word of the Day** - makes language learning part of patrons' daily routines

- **Online Social Communities** - patrons can interact with Transparent Language's online community of over 1.5 million fans, followers, and friends, all learning language together
- **Pronunciation and Conversation Practice** - record, playback, and compare speech to the pronunciation of real native speakers
- **SlowSound Technology** - slow down speech to hear every nuance
- **Interactive games -** including Four-Square, Game Show, Unscramble, and more!
- **Byki Mobile for iPhone® and Android™ devices** - allows for language learning on-the-go
- **Proficiency tests**
    - Learning material varies by language.

Best of all for libraries, *Transparent Language Online*:

- Delivers all learning online with no CDs or DVDs.
- Is compatible with common web-browsers and operating systems.
- Allows unlimited access during the entire subscription period.
- Reports real-time with continuously-updated usage reports to measure your ROI.
- Provides an administrative portal that is accessible 24/7.

For more information about *Transparent Language Online*, visit Recorded Books at ALA (booth #3116), or visit http://recordedbooks.com/pdf_brochures/LY1152-A%20TLOnline%20for%20Libraries.pdf .

About Transparent Language, Inc. Transparent Language is a leading provider of best-practice language-learning software for consumers, educational institutions, government agencies, and businesses. Since 1991, Transparent Language has helped millions of individuals learn new languages quickly, easily, and effectively. Transparent Language's products are also used in more than 12,000 civilian and government educational institutions, including major universities and government facilities, such as the Defense Language Institute and Foreign Service Institute. Call 800-567-9619 or visit www.Transparent.com for more information.

About Recorded Books: Recorded Books, LLC, a Haights Cross Communications company, produces and distributes unabridged audiobooks and other audio products to public and university libraries and schools on CD, Playaway digital players and via a downloadable service. Over 9,000 titles are available for adults, children, and young adults in English and Spanish languages narrated by professional, award-winning actors. Packaging is designed for high circulation. One-year warranty, cataloging, processing, and free MARC records are available. Recorded Books also distributes several education and entertainment database services, educational lectures, and independent films on DVD. For more information, visit www.recordedbooks.com.

About Haights Cross Communications: Founded in 1997 and based in New York, NY, Haights Cross Communications is a premier educational and library publisher dedicated to creating the finest books, audio products, periodicals, software and online services, serving the following markets: K-12 supplemental education, public and school libraries, and consumers. Haights Cross companies include: Triumph Learning, Buckle Down Publishing and Options Publishing, and Recorded Books. For more information, visit www.haightscross.com. Triumph Learning is HCC's test-preparation and intervention business and is comprised of its *Coach*, *Buckle Down*, and *Options* brands. Recorded Books is a leading publisher of unabridged audiobooks and other audio media for libraries, schools, and consumers, with operations in the U.S., U.K. and Australia.