



Who's Behind Babbel?

Babbel.com, the internet application for easy language learning, is run by Lesson Nine GmbH. This young company is located in the appropriately multilingual Berlin neighborhood of Kreuzberg. Currently there are ten full-time employees and twelve freelancers working for Babbel.com. At the end of July 2008 the founders received funding from Kizoo AG and Berlin Investment Bank (IBB) to further build up Babbel's offerings. In the next weeks the team will also grow significantly.

Making Language Learning Fun

Before founding Babbel.com, Lorenz Heine, Markus Witte, Toine Diepstraten and Thomas Holl were for four years colleagues at Native Instruments, a leading manufacturer of audio software. At this international company they often encountered other languages. But they noticed that learning or reviewing often remained wishful thinking, as in traditional language classes individuality and fun are lacking. There emerged the idea of making it easier and more attractive. In August 2007 they founded Lesson Nine, and by January 2008 Babbel.com was already online. Since then there are over 170,000 Babbel users worldwide.

The Babbel.com Founders and Management Team

Lorenz Heine (35) – Managing Director of Finance and Product Development. He was in 1996 the co-founder of Native Instruments, and Director of Finance there for seven years. He brings to Babbel extensive experience with a successful venture.

Markus Witte (38) – Managing Director of Marketing and Content. With an academic background in cultural studies, he was for six years a Manager of Online Marketing and IT. He also brings didactic and pedagogical capabilities to Babbel.com thanks to his university teaching experience.

Toine Diepstraten (33) – A graduate in information technology, at Babbel he is responsible for server development. He has ten years experience as a software developer and was recently working independently in web and mobile applications.

Thomas Holl (33) – Manages client development and support. During his IT studies he was Toine Diepstraten's partner in creating d-lusion interactive media, which they partially brought to Native Instruments. Recently, he was for two years an IT consultant for Accenture.

Press Contact:

Markus Witte, press@babbel.com, +49 30 346 55 93 87

Lesson Nine GmbH, Großbeerenstr. 8110963 Berlin, Germany. [http:// www.babbel.com](http://www.babbel.com)