

FOR IMMEDIATE RELEASE

Contact: Brad Rizza 703-349-7245

Email: brizza@pappasgroup.com

Pappas Group Kicks Off Rosetta Stone's First Brand Campaign with National Television Spot

Pappas Group creates national television brand spot to launch Rosetta Stone's first consumer-focused integrated campaign

Arlington, VA – April 19, 2011 – Pappas Group, a full-service creative agency, last night premiered its new national television spot for Rosetta Stone, a leading provider of technology-based language-learning solutions. The advertisement, which made its U.S. debut on Monday, April 18, on Anderson Cooper 360, launches Rosetta Stone's first integrated brand campaign. The spot was developed by Pappas Group to capture the human emotions and experiences that inspire people to learn a new language.

Pappas Group's concept for the television spot is based upon the profound emotional link between language learning and community. The premiere signifies the official kick off of Rosetta Stone's integrated campaign, "More than Words: Understanding."

"This national spot is a milestone for Rosetta Stone as it moves toward a more global and international brand," said Anthony Pappas, president of Pappas Group. "We look forward to continuing to collaborate with Rosetta to reinforce this message."

To view the ad, visit <http://www.pappas.co>.

"Our strategic and creative approach for the new campaign is based on extensive research that tells us learners feel a powerful emotional connection between languages and being a part of a global community," said Eric Duehring, senior vice president of global marketing, Rosetta Stone. "The 'More than Words: Understanding' campaign speaks to peoples' desire to truly connect with others, improve their lives and be part of something bigger."

About Pappas Group

Pappas Group is an award-winning, full service, creative agency that builds brand experiences people love. With offices in Washington DC and San Francisco, Pappas brings together creative, strategy, technology, media and marketing expertise to create big ideas and thoughtful experiences that connect brands and people. This experience-led approach, combined with an intense focus on delivering bottom line business results has earned Pappas Group numerous accolades, continuous growth and strong relationships with brands big and small. For more information, visit www.pappasgroup.com.

###