



HarperCollins*Publishers*

News

BUSUU.COM, EUROPE'S LARGEST WEB 2.0 COMMUNITY FOR LANGUAGE LEARNING, TEAMS UP WITH COLLINS

Madrid, 28th October 2010 – The leading language learning publisher Collins and busuu.com, Europe's largest online community for language learning, have today announced a new strategic partnership. From today, busuu.com's one million users will be able to buy detailed grammar explanations from Collins. The grammar guides are available for learning Spanish, French, German and Italian, and the material is fully integrated within busuu.com's existing interactive language courses.

The integration of this material is just the first step of the partnership between the strongly growing web 2.0 start-up and the world- renowned British language reference publisher. More courses are planned together in the near future.

“Collins is delighted to extend its presence in online community-based language learning by providing top-quality reference material to busuu.com's learners. busuu.com's emphasis on fun and easy ways of learning languages makes the most of web 2.0 technology. Collins has enhanced that further with accessible reference content to complete the learners' experience.” says Catherine Whitaker, Collins Language Learning Publishing Director.

“We are very pleased to offer our users high quality language learning material from Collins, a heavyweight within language education,” says Bernhard Niesner, CEO and one of the founders of busuu.com. “It shows that Collins is aware of the importance of new trends in language education and has identified busuu.com as an exciting and significant channel for accessing new target customers around the world“.

In only two and a half years, busuu.com has developed interactive language courses in seven different languages, available to more than one million users around the world. Members have access to free and purchasable interactive online courses combined with social interaction within the world-wide community. .The start-up aims to revolutionise the way people learn new languages and wants to bring back fun into language learning.

For HarperCollins:

Siobhan Kenny
Communications Director
Mobile +44 79 32 67 5133
Siobhan.Kenny@harpercollins.co.uk

For busuu.com:

Bernhard Niesner,
Co-Founder of busuu.com
Tel: +34 915 763 150
press@busuu.com

Notes to Editors

About Collins:

Collins is the leading brand for bilingual dictionaries in the UK and Europe and known throughout the world for its innovative corpus research and authoritative bilingual, learners' and monolingual dictionaries and language learning materials. Collins was founded by William Collins in 1819 and has been producing dictionaries for nearly 200 years. Collins became part of the HarperCollins Group in 1990.

About busuu.com:

busuu.com (<http://www.busuu.com>) is Europe's largest online community for learning languages with more than 1 million users from all over the world. They have free access to audio-visual online courses for learning Spanish, German, French, Italian, Portuguese, Russian and English. Additionally, language skills can be directly improved together with other native speakers from the community via an integrated video-chat application and peer-to-peer text corrections. Thereby, each user of busuu.com is not only a 'student' of a foreign language but also a 'tutor' of their own mother tongue.

The start-up was founded in Madrid in early 2008. It was a UNESCO partner project during the International Year of Languages in 2008 and received several prestigious awards such as a Silver Lion in the International Marketing Festival in Cannes, the European Language Label of the European Commission and the Innovation Award of CeBIT. The name of the site comes from the Busuu language of Cameroon, which according to an ethnological study from the 80s is only spoken by 8 people.

For more information about busuu.com, please visit: <http://www.busuu.com/press>