



## PRESS RELEASE

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### **italki Welcomes New Advisor**

*Contributed by Toffler Niemu*

Nov 17, 2008 - SHANGHAI, China – italki, one of the world's leading language learning social networks, announced that Porter Erisman, former Alibaba VP, has joined italki's Board of Advisors

Shanghai, China (Syndacast) November 17, 2008 -- italki, one of the world's leading <http://www.italki.com/static/about.htm> [language learning social networks], announced that Porter Erisman has joined italki's Board of Advisors. Erisman brings to italki his extensive experience in helping create the world's largest cross-border ecommerce platform serving over 32 million users across 240 countries and regions.

During his eight years at Alibaba Group, Erisman held a number of senior positions, including Vice President for Corporate Affairs and Vice President of International Marketing and Website Operations. Alibaba Group owns and operates top B2B site Alibaba (HK: 1688), Yahoo! China, as well as China's leading auction site Taobao. Porter has a BA from Stanford University and an MBA from Kellogg at Northwestern.

Erisman will advise italki on ecommerce and marketing strategy. italki's President and COO Eric Pang said, "Porter's extensive experience in international marketing and his critical role in leading Alibaba onto the world stage will be invaluable to italki as we expand globally." William Bao Bean, italki board member and angel investor, said, "With Porter's help we hope to join the small group of leading Internet brands to have originated in China."

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**About italki** - italki.com is a free language learning website utilizing Web 2.0 technology to create a global community of language learners. Since its December 2006 launch, italki has become one of the largest and fastest growing sites for online language learning representing over 90 languages worldwide. italki aims to become the leading platform for

online language learning. For further information, please contact Toffler Niemuth at [press@italki.com](mailto:press@italki.com) or visit [www.italki.com](http://www.italki.com).