



## PRESS RELEASE

### italki partners with Alipay to offer online English teaching

Eleutian's SpeakENG comes to China

**SHANGHAI, CHINA – AUGUST 3, 2009** - Language learning social network, italki, announces they will be working with Alibaba's (1688.HK) payment provider subsidiary Alipay to bring premium English learning content and American certified teachers to China through Eleutian Technology. Eleutian offers one-on-one internet tutoring with native English-speaking teachers and Eleutian's SpeakENG™ product, which incorporates Pearson's English language content. For the month of August, Alipay users will receive a special bonus when purchasing a minimum amount from italki.

Prospective students can visit [www.italki.com](http://www.italki.com) and register for Eleutian's learning English product called SpeakENG. SpeakENG is an integrated package of online multimedia English courses and video-conference tutoring. The online courses are based on the natural pattern of language learning; the instruction method is proprietary to Eleutian and is proven in schools throughout the world. Prices start at \$1.50 for an 8-minute trial lesson, and \$16.00 for a 1-year subscription, which includes one video-conference with an Eleutian teacher. Students have the flexibility to purchase additional sessions with Eleutian's teachers as they need them.

"We are elated to get the opportunity to work with a global e-commerce site like Alibaba." says William Bao Bean, member of the board of directors of italki. "Alipay is the main online payment platform for Chinese consumers, and by working with italki, Chinese consumers now have more ways to transact globally in language learning services."

italki's Language Marketplace was launched in March 2009, and began by connecting independent teachers with students for paid online language teaching. In four months, over 3,000 teachers have joined the Marketplace to teach over 70 languages to italki's 500,000 users. The Language Marketplace is now open to schools and companies that want to reach italki users with their language learning products and services.

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**About italki:** italki.com is a leader in the online language education space, utilizing Web 2.0 technology to create a global community of language students and teachers. Since its December 2006 launch, italki has become one of the largest and fastest growing sites for online language learning, representing over 100 languages worldwide. italki offers free language exchange and learning resources, as well as a marketplace for finding teachers and other language service providers. For further information, please contact Toffler Niemuth at [press@italki.com](mailto:press@italki.com) or visit [www.italki.com](http://www.italki.com).

**About Eleutian Technology:** Eleutian Technology is the premier, global provider of language teaching which pairs an evidence-based curriculum and one-on-one conversation lessons with certified American

school teachers. A respected pioneer in the rapidly growing e-learning industry, Eleutian's customers include some of the world's largest companies as well as universities throughout Asia and Europe. The company also serves elementary and secondary schools worldwide. Headquartered in Ten Sleep, Wyoming and with an office in Seoul, Korea, Eleutian serves a global client base. Visit [www.eleutian.com](http://www.eleutian.com) for more information.