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Contact: Toffler Niemuth

Tel: +86 21 6139 3079

Email: press@italki.com

Silicon Valley entrepreneur joins italki as Advisor

Language Learning Social Network to benefit from Serial Entrepreneur's Experience

September 2, 2009 - SHANGHAI, China – Language learning social network, italki.com welcomes Adam Jackson to its Board of Advisors. Adam Jackson specializes in consumer internet companies, and has founded three companies, including most recently venture-backed DriverSide.com. Jackson is also an advisor to and investor in other Silicon Valley startups. Shanghai-based italki will be his first overseas advisory role.

"I think italki's vision for social language learning is compelling. Online language learning is a huge market opportunity, and they have an interesting approach to merging a vertical social network with a platform-style business model," said Jackson.

Prior to founding DriverSide.com, Jackson started MarketSquare, a company to help consumers find locally produced products. MarketSquare was acquired by StepUp Commerce, which was later acquired by Intuit (INTU). Jackson also advises Incentalign, Inc., a company which supports sales team optimization. Jackson graduated from Vanderbilt University with a degree in Computer Science and Economics.

With his internet entrepreneur background, Jackson will advise italki on business development and consumer internet product development. Board member William Bao Bean, said, "We are thrilled to have Adam joining us as an advisor. His experience in building focused communities is invaluable for helping italki become the destination for online language learning."

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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 or visit www.italki.com.