



PRESS RELEASE

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italki launches language tutoring marketplace

*An Estimated 10,000 New Jobs To Be Created by Service as
Online Language Tutoring Goes Mainstream*

March 24, 2009 - SHANGHAI, China – Language-learning social network italki.com today announced the launch of an online marketplace for language teaching services. The new service will connect individual students and independent language tutors, allowing students in any location to receive online language tutoring from native speakers from around the globe.

With this beta release of its [language teaching marketplace](#), italki offers a powerful new way for its members to improve their language skills. Teachers will set their own rates to match their level of experience and market demand. italki's community determines the best teachers through student feedback and a statistical rating system. Paid teaching complements the other language resources on the site, which will continue to remain free and open to everyone.

With the marketplace, italki also provides income-earning opportunities to people in every corner of the world. italki Board member William Bao Bean said, "We have created a platform for educators across the globe to find students, and enables students to find teachers and tutors in any language at reasonable fees."

CEO of italki, Yongyue Jiang, said "We aim to create as many as 10,000 part- and full-time jobs through the service by the end of 2009. Anyone can offer their services as a language teacher and earn additional income in these tough economic times. Similarly, jobseekers can enhance their skill set by learning a foreign language, making them more employable in an increasingly interconnected global economy. And all this can happen from the comfort of home, at a time that fits their schedule."

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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.