

earworms^{mbt}[®]

Musical Brain Trainer



- ▶ Spanish
- ▶ French
- ▶ Chinese
- ▶ German
- ▶ Italian
- ▶ Greek
- ▶ Russian
- ▶ Japanese
- ▶ Portuguese

The term 'earworms' or 'catchy tunes' refers to those songs which you hear a few times and then just can't get out of your head. We are putting this phenomenon to a positive educational use.

earwormslearning.com

About earworms

Earworms' aim is simple: to quickly enable you to hold a conversation in a new language.

We use simple techniques which open up and exploit more of the brain's native power... we call it 'accelerated learning'. By combining catchy music with foreign languages, we've discovered an entirely new way to lodge a new language into your long-term memory.

Just Add Music!

The idea is as simple as it is old. Before the age of writing, ancient historical events in Finnish sagas were recorded in verse and song for easy memorization. In the 20th century, along came broadcast and we witnessed how advertising firms could leverage the power of a jingle.

Earworms is now putting such phenomenon to positive use. In combination with music, our system automatically and effortlessly anchors the phrases you need deep into your memory.

Simply by listening to these specially composed melodies with their rhythmic repetitions a few times, the sound patterns are permanently burned into your auditory cortex.

Soon, you will have successfully learned new phrases with the correct accent ringing in your ears. Wherever you are, whatever you are doing: In the car, while jogging, or even on the plane...you can be learning a language at the same time!

The Rapid Language Learning Series:

The themes of these courses follow closely the Common European Framework for language learning.

Volume 1 deals with the essentials for your visit abroad. It covers typical situations, polite phrases, finding your way, numbers, how to deal with problems, and so on.

Volume 2 will have you talking about yourself and others, the past, present and future, likes and dislikes and general conversational items.

How it Works

How to use earworms: Don't think, just listen!

We've Done Our Research...

In the 1970s, extensive research on the powers of music during the learning process was carried out by Bulgarian physician Georgi Lozanov. He conclusively revealed that music places listeners into a state of relaxed alertness, the “alpha state”, the ideal state of consciousness for learning.

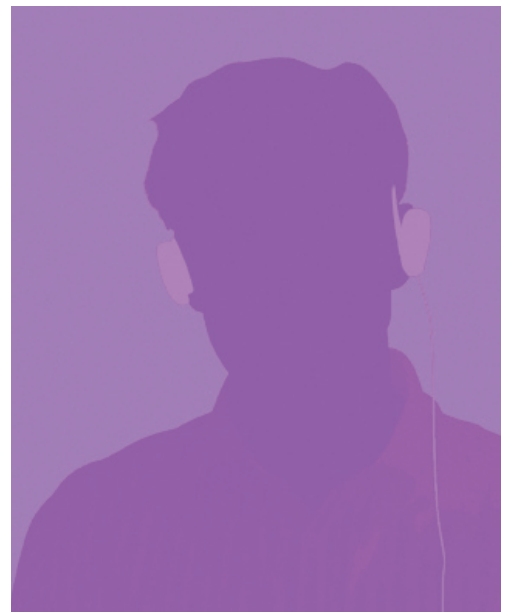
More recently, in the March 2005 issue of the journal “Nature”, researchers at Dartmouth College reported that they had pinpointed the region of the brain where ‘earworms’, or catchy tunes, reside... the auditory cortex. They also found that sounds and words previously heard could be readily recalled from the auditory cortex. This area now appears to allow our brains to listen to certain earworms “virtually”, over and over, again and again. Music, it would seem, is the ideal catalyst for the memorization of words.

Lexical Learning

Earworms uses what we call a lexical approach to learning, instead of the more common grammar based methods. This means we look at language in terms of whole meaningful chunks, then break these down into bite-sized, easily-absorbable parts. These ‘chunks’, which the learner can ‘mix and match’, gradually build up to cover whole areas of the language.

Most who have taken a US foreign language course remember struggling through rigid, mind-numbing grammar classes. For years it has been the primary method in the American classroom.

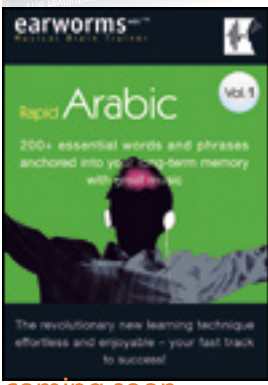
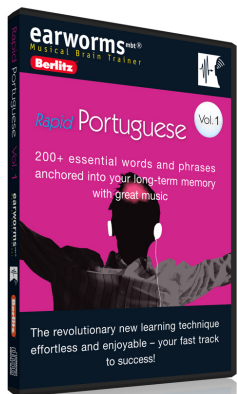
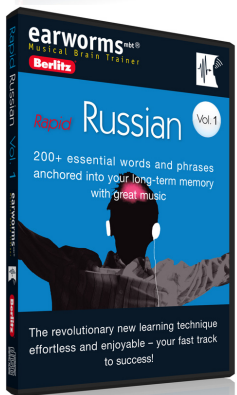
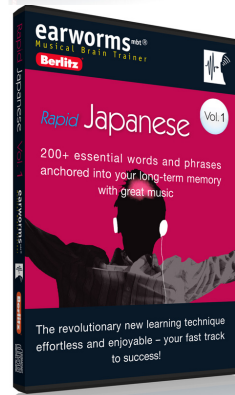
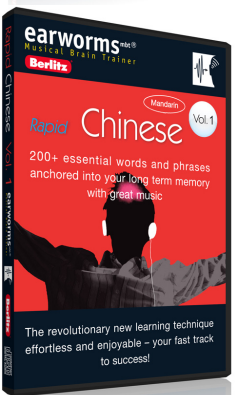
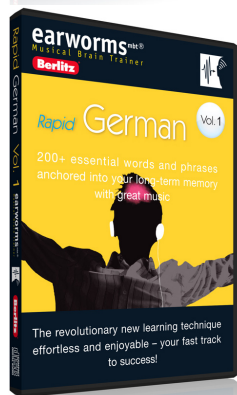
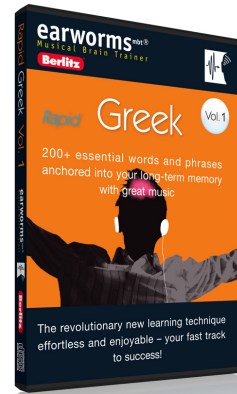
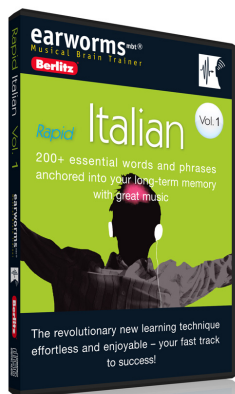
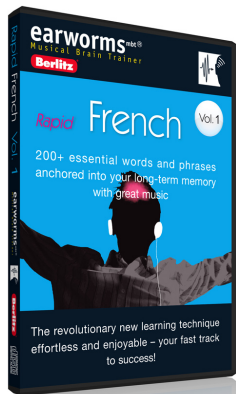
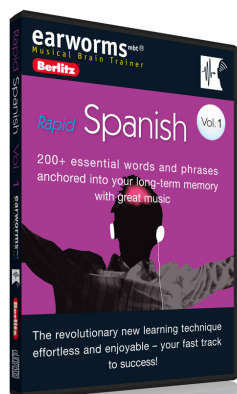
Recent studies and several books, however, have begun to note great successes with the European lexical method, and instructors are quickly taking notice.



Rapid Learning Courses Vol. 1

This is your survival kit of immediately useful words and phrases for your visit abroad.

Listen a few times to be able to ask for a table in a restaurant, order food and drink, take a taxi, rent a car, buy tickets, deal with money, numbers, times and days, ask for directions, deal with typical problems, hold a simple conversation and more.

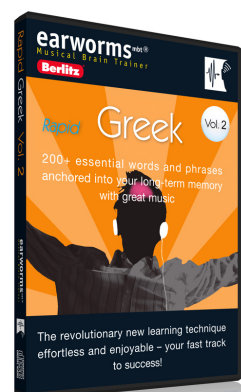
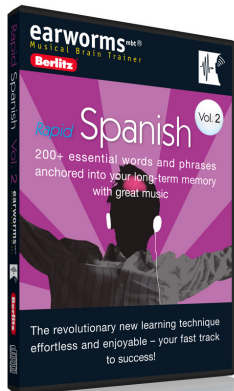


coming soon

earwormslearning.com

Rapid Learning Courses Vol. 2

Try the demos - experience something 'a little different'. After a few listenings, foreign words will be popping out of your memory...when you least expect them!



Recent Media Coverage

Earworms has enjoyed a great deal of media attention over the past years. Below is a sample of some of the most recent and upcoming coverage.

The Boston Globe

DENVERPOST

The Fresno Bee
Central California's Leading Newspaper

Oregon Daily
Emerald



Publications Currently Reviewing earworms:

Teen Magazine
Milwaukee Journal Sentinel
St. Louis Post-Dispatch
Tampa Tribune
Contra Costa Times
Brides Magazine
Metroparent magazine
Ms. Fitness Magazine

earwormslearning.com

earworms Has Been Seen On...

Your Custom Clip Summary				115 clips total
This custom clip summary was created by Jason Ellman on 02/21/2008. This report contains a summary breakdown of these personally selected clips.				
Account	Folder	Audience	Clip Count	
BARNETT ELLMAN	Earworms	3,572,000 total	115 total	
Publication	Search MEDIAtlas	Audience	Service	Number of Clips
WIS 10	MEDIAtlas	20,000	Web Pubs	1
NC Latino		56,000	Releases	1
ANA SmartBrief (American Nurses Association)		N/A	Releases	1
WEBHOSTING SYS-CON		7,000	Releases	1
Yahoo! UK & Ireland		N/A	Web Pubs	3
XML Journal		7,000	Releases	1
Interest! ALERT		N/A	Web Pubs	1
KLFY	MEDIAtlas	10,000	Web Pubs	1
WTVB	MEDIAtlas	N/A	Web Pubs	1
Syracuse.com (Advance Internet)		62,000	Releases	2
WTKR	MEDIAtlas	55,000	Web Pubs	1
FMI dailyLead (Food Marketing Institute)		N/A	Releases	2
KFSM	MEDIAtlas	2,000	Web Pubs	1
Press Enterprise, The		112,000	Web Pubs	2
PhysOrg.com		9,000	Web Pubs	1
Sun Herald, The	MEDIAtlas	N/A	Web Pubs	1
Hispanic Business Inc		N/A	Releases	1
Soapdom.com		112,000	Releases	2
MarketWatch		195,000	Releases	1
RCR Wireless News		N/A	Releases	4
Kairos Capital Partners		N/A	Releases	1
Web 2.0 Journal		7,000	Releases	1
WebSphere Journal		7,000	Releases	1
National Hispanic Corporate Council: News		112,000	Web Pubs	2
WATE	MEDIAtlas	11,000	Web Pubs	1
Business First of Buffalo		70,000	Releases	1
KAIT 8	MEDIAtlas	10,000	Web Pubs	2
WHBF	MEDIAtlas	N/A	Web Pubs	1
RBC Dain Rauscher Inc. (fka Dain Rauscher)		N/A	Releases	2
TravelJourno		56,000	Releases	1
Bizjournals.com, Inc.		70,000	Releases	1
Symbian OS Developer's Journal		7,000	Releases	1
PR Newswire		224,000	Releases	4
Open Press, The		1,000	Web Pubs	1
Houston Chronicle		625,000	Releases	5
Dallas Morning News (TX)	MEDIAtlas	168,000	Web Pubs	3
Los Angeles Times	MEDIAtlas	168,000	Releases	3

earworms Has Been Seen On...

clippings continued...

KRON - San Francisco TV4		7,000	Rdeases	1
WPRI	MEDIAAtlas [®]	33,000	Web Pubs	1
AeA (American Electronics Association)		N/A	Rdeases	1
WFAA - Dallas/Fort Worth TV8		112,000	Rdeases	2
EurekAlert		10,000	Web Pubs	1
WQAD	MEDIAAtlas [®]	4,000	Web Pubs	1
PR Newswire SEO		112,000	Rdeases	2
WFIE	MEDIAAtlas [®]	20,000	Web Pubs	1
Breitbart.com		N/A	Rdeases	2
Miami Today		56,000	Web Pubs	1
Yahoo! Finance	MEDIAAtlas [®]	N/A	Web Pubs	2
Bolsamania (Web Financial Group)		N/A	Rdeases	2
Yahoo!		N/A	Rdeases	6
SOA Web Services Journal		7,000	Rdeases	1
Arizona Republic	MEDIAAtlas [®]	56,000	Rdeases	1
Forbes.com	MEDIAAtlas [®]	436,000	Rdeases	2
Web Developer's & Designer's Journal		7,000	Rdeases	1
TecTrends		N/A	Rdeases	2
BetaNews		20,000	Rdeases	1
ScienceDaily		30,000	Web Pubs	1
Syracuse.com	MEDIAAtlas [®]	62,000	Web Pubs	2
SILive: Everything Staten Island		24,000	Rdeases	2
WAFB 9	MEDIAAtlas [®]	22,000	Web Pubs	1
WHOTV	MEDIAAtlas [®]	17,000	Web Pubs	1
Earth Times		26,000	Rdeases	2
PublicityInsider.com		56,000	Rdeases	1
AOL Money News		N/A	Rdeases	2
Medical News Today: News		18,000	Web Pubs	1
GMA/FPA SmartBrief (Grocery Manufacturers Association / Food Products Association)		N/A	Rdeases	1
DallasNews.com		112,000	Rdeases	2
WOITV	MEDIAAtlas [®]	N/A	Web Pubs	1
WTNZ	MEDIAAtlas [®]	N/A	Web Pubs	1
WAFF	MEDIAAtlas [®]	7,000	Web Pubs	1
NBC6.com (NC)	MEDIAAtlas [®]	112,000	Web Pubs	2
Wireless Business & Technology		7,000	Rdeases	1
WebsiteGear Inc.		N/A	Rdeases	1
Business Review (Albany)		70,000	Rdeases	1

Cross Promotional Efforts

To help spread awareness of our upcoming North American launch, we are consistently approaching new organizations in effort to leverage their established, recognizable US brands.

Aside from the multitude of co-branding opportunities involved, these relationships will also allow us to approach a large, various group of journalists and producers by their 'beat', or particular area of interest. By fully developing and catering these stories to each journalists' beat, earworms can expect to reach a broad and diverse audience.

We are currently in talks with the following organizations:



The US Olympic Committee is currently reviewing earworms MBT Mandarin. Upon approval from their legal team, both the US Olympic Staff and Athletes will be using earworms to learn Mandarin prior to the games.



The Student Travel Association provides discounted airfare to those still in school. The organization provides travel advice and services to more than 6 million people each year.

We are currently discussing a promotion by which each international ticket purchased includes the promotion of a destination specific language (earworms French for Paris-bound travelers, earworms Spanish for those traveling to Madrid, etc.).

Press Releases

Berlitz to Launch New Language Learning Program, Earworms MBT Best-Selling Audio-Book Uses Catchy Tunes to Teach Foreign Languages

New York, NY – February 12, 2008 – Berlitz is pleased to announce the addition of the best-selling range of audio-books, Earworms Musical Brain Trainer (MBT). Renowned as one of the world's premier foreign language organizations, Berlitz is bringing this groundbreaking concept to North American retail outlets beginning March 2008.

Earworms MBT takes an entirely new and innovative approach to language learning. Based on the science behind catchy songs that become stuck in one's head (the auditory cortex), Earworms works by pairing melodic music with soft spoken foreign words, phrases and their translations. The result: an incredibly effective method for learning conversational foreign languages by simply listening. Unlike other language programs, which require intense grammar exercises and repetitive drills, the Earworms method requires minimum concentration. The trainer is user-friendly, effective, and relaxing, allowing the listener to unwind while simultaneously learning a new language.

"We are delighted about the launch of this new series," says Chuck Lang, Vice President Publishing/Marketing, Langenscheidt Publishing Group. "As a global leader in publishing, we are committed to providing our customers with innovative products; Earworms MBT is a unique and effective method for learning a new language and fits in naturally with our family of Berlitz products."

Since its European launch in 2000, Earworms has seen incredible success in terms of both sales and customer reviews. The audio-book has routinely ranked #1 for downloads in the US, UK, and Australia, and in 2007 was named an iTunes Top 5 non-fiction best seller, alongside "The Secret", "Stephen Colbert", and "This American Life". More than mere hype, Earworms also boasts an average Amazon customer rating of 4 stars or higher for every title available.

"Our vision is for adults and children alike to see that learning a language can be easy... it's possible for a method to be both enjoyable and effective," says Andrew Lodge, Earworms Managing Director. "Berlitz is a global market leader in language-learning, and their commitment to innovation makes them the perfect natural partner."

The Berlitz release of Earworms MBT is set to launch in March with more than 16 different language titles, including Spanish, French, Mandarin and Italian. Earworms MBT will be available in bookstores and retail outlets across the United States, and can also be purchased online. For more information, please visit www.earwormslearning.com.

[earwormslearning.com](http://www.earwormslearning.com)

Press Releases (cont.)

Earworms Language Learning Ranks as an iTunes' Top 5 Best-Seller for 2007

New York, NY – January 23, 2008 - The Earworms Rapid Spanish audio-book was recently ranked as iTunes' #5 Best-Seller for all non-fiction titles in 2007. Spreading like an epidemic, this audio-book settled up alongside hot titles such as "The Secret", "Stephen Colbert" and "This American Life".

"We were excited when we heard the news," says Andrew Lodge, co-founder of the Earworms Musical Brain Trainer (MBT). "We've invested so much time researching and developing this system, to see it so well received has sent a buzz right through the company."

Earworms MBT is no newbie when it comes to receiving accolades. The audio-book has routinely topped the #1 spot in the US, UK, and Australia, often outselling popular titles such as the "Da Vinci Code". More than mere hype, Earworms also boasts an average Amazon rating of 4 stars or higher for every title available! A feat that even Monsieur Colbert might find quite impressive.

Earworms MBT takes an entirely new approach to language learning. The term 'earworm' actually refers to a song that once heard a few times, becomes stuck in one's head (the Kit-Kat Jingle and "It's A Small World After All" commonly rank among the top examples). Earworms MBT has taken the science behind such phenomenon and put it to educational use by combining foreign language lessons.

Unlike other language programs, which require intense grammar exercises and repetitive drills, Earworms is user-friendly, effective, and relaxing, giving listeners the ability to unwind while simultaneously learning a new language.

More than 14 language titles are currently available in both CD format, and online download. Langenscheidt Publishing Group has recently partnered with Earworms to help with their North American distribution. With their official U.S. launch slated for March 2008, this latest award is a strong sign of success to come.

For more information please visit <http://www.earwormslearning.com>.

Press Releases (cont.)

College Students Spread Epidemic Worldwide, Experts Agree Earworms Cannot Be Contained

Los Angeles, CA – January 9, 2008 – From the Louvre to the Great Wall, from the Parthenon to the ancient temples of Kyoto, it's everywhere: the Earworms epidemic, which produces superhuman abilities to speak in foreign tongues, continues to spread and has recently been found on college students nationwide.

The Earworms epidemic is better known as Earworms' Musical Brain Training (MBT), an innovative method that uses memorable, "sticky" tunes to transport words and phrases into one's long-term memory, ready for instant recall. The Earworms MBT method allows for its listeners, particularly foreign exchange students, to be able to use common words and phrases when venturing abroad.

Earworms appears to be spreading quickly among youths, because it has taken the hard work out of learning... a concept notoriously popular among college students. Jessica Lieu, an undergraduate student at California State University Los Angeles, recounts her initial exposure to Earworms.

"I am embarking on an extended study abroad program in Shanghai in a couple of months," says Lieu. "Earworms' Rapid Mandarin is definitely useful in learning conversational basics, and it takes the monotony out of memorizing new vocabulary."

By using specially-composed melodies to facilitate the learning process, Earworms' rapid language audio training provides users with quick and simple methods to acquire and retain new languages. Experts have determined that Earworms cannot be contained, with its North American presence expected to expand to all bookstores as early as March 2008.

Earworms offers rapid language training in Spanish, Italian, French, Greek, Chinese, Japanese and much more to many foreign exchange and study abroad students worldwide. Earworms is available in two volumes that are specifically tailored for beginners and more experienced speakers. Volume 1 includes essentials, such as directions and polite phrases, where as Volume 2 focuses on conversational items and vocabulary.

For Jessica and many other foreign exchange students, "Earworms makes for great pre-trip preparation... it eliminates the guesswork from getting around a new city and communicating with locals."

Press Releases (cont.)

Airline Passengers Learn a Language 'On-the-Fly'

Earworms MBT Uses Catchy Tunes to for Rapid Language Learning

Los Angeles, CA – December 19, 2007 – Earworms Musical Brain Trainer and Skeye in-flight Entertainment have joined forces to enhance lengthy international flights with personalized private language tutoring sessions. The Earworms' audible language learning system provides travelers with a relaxed yet rapid way of learning common and useful phrases in up to ten different languages. Mind numbing movies, childish video games and absurdly expensive phone calls are no longer the only options available to passengers wishing to heighten their air-travel experience.

Earworms works by pairing catchy and melodic tunes with soft spoken foreign words, phrases and translations; the result: an incredibly effective method of learning conversational foreign languages by simply listening. Unlike other in-flight learning programs which require an interactive component, Earworms is user-friendly, effective and relaxing. It gives the traveler the ability to unwind while simultaneously learning a new language. With the Earworms system, there is no need for repetition, button pushing or staring at bright LCD screens.

"It will be nice for travelers to be able to relax during the flight, knowing they are also learning something valuable," says Skeye Inflight Entertainment CEO Isabelle Begin. Begin recently included Earworms' rapid audio language training to the company's selection of airline audio-visual programming.

Earworms was originally designed with the traveler in mind, choosing phrases that are most commonly used in everyday situations.

"An airplane is really the ideal setting for the Earworms listener," says co-founder Andrew Lodge. "Skeye In-Flight Entertainment is a great company and we are excited to be included as part of their repertoire."

Whether a traveler is looking to eat, drink or sleep while flying, Earworms provides a much sought after alternative to the current in flight options and opens the door to a whole new world of language learning.

Our Partners

Berlitz USA & Canada

Berlitz Publishing is our exclusive distribution partner for the book and retail trades throughout North America. Including sales through Borders, Barnes & Noble, Amazon, Tower Books, Christian Books and many independent bookshops.

Starwood Hotels

The Starwood group have selected earworms as their languages partner. Starwoods run and own hotel chains such as 'Four Points, Sheraton, Westin, Meridien, St. Regis and more.

iTunes & Audible.com

The Rapid Language series topped the # 1 spot on iTunes & Audible USA, UK and Australia, not just in languages but in all audio-books, ahead of 'The Da Vinci Code' and 'Brokeback Mountain'.

iTunes regularly spearheads their marketing campaigns with earworms and Rapid Spanish is the longest running title to remain in the iTunes top 20.

SkeyeTV.com

Canadian based Skeye www.skeye.tv are offering earworms content to airlines for in-flight entertainment systems. Earworms can be found on UK Travel giant 'Thomson Holidays - TUI Group' flights and are the TUI selected travel partner for language learning.

Contact Us

Our e-commerce site

www.earwormslearning.com

Sales and visibility through our website is important -- the site offers plenty of useful scientific and background info along with reviews and product demos.

We are currently developing a brand new website which will include an affiliate program, Blogspot, a forum, and will be shop-front focused and SEO friendly.

Contact information

For all media inquiries, please contact us:

Contact: Jason Ellman
e-mail: jason@barnettellman.com
Tel: 323 937 1351

For distribution information and regarding tailored course production, please contact us at:

e-mail: info@earwormslearning.com
Tel: 0870 999 0089

Key people

- * Managing Director: andrew@earwormslearning.com
- * Concept and Development: marlon@earwormslearning.com
- * Financial Director: maria@earwormslearning.com
- * Press / Media contact: jason@barnettellman.com
- * Customer Support: jen@earwormslearning.com
- * USA/Canada representative: jason@barnettellman.com