



Berlitz Languages, Inc., the premier language training and testing services provider throughout the world and Lexicon Training Services, LLC – the corporate training subsidiary of Lexicon Marketing (USA), Inc., creators of the best-selling ESL program, “Ingles sin Barreras”, announce a marketing and sales partnership to deliver a new, specialized workforce ESL curriculum, “Carreras sin Barreras” designed for companies with large Hispanic workforce populations. The two companies will exhibit and promote this partnership for the first time at the American Society of Training and Development (ASTD) conference in Washington, DC.

WASHINGTON, DC (May 24, 2004) – With recent economic and census data now confirming the explosive growth of the Hispanic market in the U.S., Berlitz Languages, Inc. and Lexicon Training Services (LTS) have teamed up to deliver a new language training program designed for America’s increasingly diverse workforce. With over 38 million residents and an estimated \$653 Billion in purchasing power, the Hispanic community is now the largest single minority population in the United States.

In response to these trends, Berlitz and LTS have teamed up to offer Lexicon’s new bilingual training series, Carreras sin Barreras (Careers without Limits) to companies across the U.S. who have a significant Hispanic representation in their workforce. Based on the best-selling Ingles sin Barreras product, Carreras sin Barreras – Workforce English Program combines important workplace topics and themes, with a literacy-based approach to learning. Additionally, industry-specific language modules are added to the core curriculum to maximize the speaking and functional skills of America’s Hispanic workforce. These VESL courses will be sold by Berlitz through its national salesforce.

“Berlitz has been looking for ways to reach the Hispanic community with its language services,” says John Bennett, Berlitz’s Managing Director of North American Language Instruction. “Lexicon Training Services provided the opportunity, through their unique curriculum, brand recognition, and history in serving the Hispanic market to allow us to enhance the language skills Hispanic workers need on the job and in their lives.”

Simultaneously, Lexicon Marketing (USA) Inc., creators of the best-selling “Ingles sin Barreras” language learning series, in preparation for the commencement of the annual American Society of Training and Development (ASTD) conference in Washington, DC announces the creation of Lexicon Training Services, a unique one-stop shop for corporations seeking assistance in the training of their large and growing Hispanic workforce. “As pioneers in educating Hispanics, and with overwhelming brand recognition, Lexicon offers an unparalleled level of expertise in the dynamics of training in this unique audience,” commented Stephen Valerie, Managing Director of Lexicon Training Services. “The creation of Lexicon Training Services extends our commitment to the Hispanic community in the workplace and achieves our goal to be a vital partner to Corporate America,” added Mr. Valerie. “This is an obvious next step for Lexicon to bridge our insight and experience in educating the Hispanic population with helping companies achieve greater safety, productivity, and employee morale through our unique, bilingual curriculum.”

Lexicon Training Services is a key initiative for Lexicon Marketing (USA) Inc. in the coming year and subsequent announcements will be made regarding specific campaigns and clients. “The launch of LTS is highly strategic for Lexicon Marketing, allowing us to extend our reputation in educating Hispanic families into their workplaces,” says Valeria Rico, President of Lexicon Marketing.

About Berlitz:

Berlitz Languages, Inc., headquartered in Princeton, NJ, is the world's premier language services firm, providing expertise in live and on-line language instruction and cross-cultural training. Berlitz has been teaching languages for over 125 years and has millions of successful alumni. The time-proven principles of the Berlitz Method®, a unique conversational “direct method”, are constantly supplemented with new and updated information and the latest multi-media and technology enhanced methodologies. Berlitz also offers a portfolio of on-line language study and testing programs. (www.berlitz.us.)

About Lexicon Training Services:

Lexicon Training Services partners with companies to deliver specialized, bilingual workforce training curriculum, either onsite through live instruction on topics such as Supervision Skills, Customer Service, and Workplace English. Additionally, the company provides English as a Second Language (ESL) self-study courses for companies, libraries, correctional facilities and other public and private institutions who employ and serve the fast growing Hispanic population in the U.S. Lexicon Training Services also markets customized and adapted versions of ESL programs to meet industry-specific training courses and needs for corporate environments. Client industries include: manufacturing, food service, hospitality, healthcare, call centers, and retail, among others. (www.lexicontraining.com)

About Lexicon Marketing:

Lexicon Marketing (USA), Inc. is a Los Angeles based educational and consumer goods company, founded in 1974 to serve the diverse needs of the emergent Hispanic community. Today, Lexicon is dedicated to offering unmatched educational products and services for consumers and businesses in the Hispanic market. Their flagship product, *Inglés sin Barreras*, (English Without Barriers) is the #1 English as a Second Language Self-Study course on the market, with over 90% brand name recognition. Its children's line, Disney's World of English, widely popular in Latin America, was introduced to the US in 2002 to rave demand and continues to dominate the children's ESL category. As one of the top Hispanic companies in the U.S., Lexicon ranks in the top Hispanic 500 and has earned numerous accolades for its level of service and dedication to the Hispanic community. Lexicon's educational products are sold in the US as well as in Latin America. (www.lexiconmarketing.com)

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