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Mango Languages Showcasing Innovation in Libraries

With its cutting-edge products, Mango is committed to helping libraries stay at the forefront of their communities

January 13, 2014 (DETROIT) – Mango Languages, the leading provider of self-guided language learning software to public libraries, is developing products that change the way people learn language, keeping libraries at the forefront of their communities. Named one of the 20 Most Promising Education Technology Solution Providers in 2013 by CIOReview magazine, Mango introduced several innovative products during 2013 and has more planned for 2014 that will continue to promote cutting-edge technology in libraries.

Mango Languages will begin the New Year at the American Library Association’s midwinter meeting in Philadelphia, promoting their rollout of a “bigger, brighter Mango” in 2014. On display will be Mango’s key innovations from 2013, including Mango Premiere, a one of a kind resource that teaches language through films with a catalog of 20 movies, and Placement Tests, a feature enabling learners to assess their placement within a course. Also at the conference, Mango will also introduce its improved language learning platform, Mango Connect.

“Among librarians, the Mango name is synonymous with innovation and partnership. At ALA Midwinter, we’re showcasing a bigger, brighter Mango with exciting new products including Mango Premiere, Placement tests, and Mango Connect, our brand new platform. Such advancements keep libraries at the forefront of their communities and excite patrons about learning languages,” said Jason Teshuba, linguapreneur and CEO of Mango Languages. “The conference is a great opportunity for us to connect with our Mango customers. This year we’re deepening our partnership with library organizations by co-sponsoring an EveryLibrary Film Festival and After Party on Saturday, Jan. 25 to celebrate what libraries do for their communities.”

Visitors to Mango Languages’ booth can learn about Mango’s 2013 and 2014 innovations, including:

Mango Premiere

In November 2013, Mango introduced Mango Premiere, a first of its kind program teaching language through film. Available in more than 2,700 public libraries and 300 academic libraries across the country, Mango Premiere combines education and entertainment to make language learning an extension of leisure. Libraries across the country threw parties to celebrate the launch of Mango Premiere, which is an enriching new way for users to



learn a language. At ALA, Mango will introduce a catalog of 20 movies in seven languages.

Mango Assessment Tool and Placement Tests

Mango recently introduced Placement Tests that allow users with prior knowledge of their target language to assess where they should commence their course and quickly learn new concepts. For educators, Mango introduced a comprehensive set of assessment tools that allows teachers to track their students' progress. With these tools teachers can seamlessly integrate Mango's lessons into their curriculum.

Mango Connect

At ALA midwinter, Mango will unveil Mango Connect, a new integrated platform. Mango Connect is a sleek new interface designed to give users a more intuitive experience. The highly visual and interactive interface takes language learning to the next level by making all Mango products easily accessible from a single portal.

New Mobile Apps

Mango has introduced new mobile apps for Kindle and Nook, adding to the existing iPhone and Android apps. Mango apps are fully functioning courses that can be used with or without an Internet connection.

For those attending ALA Midwinter, visit Mango Languages at booth number 1557.

Mango has a number of innovations in development for 2014, including continued releases of films for Mango Premiere. Mango will continue to expand product offerings, improve user experience and showcase how innovative libraries are at the forefront of their communities. To learn more, visit www.MangoLanguages.com.

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About Mango Languages

Founded in 2007, Mango Languages is the leading provider of language learning resources in North American libraries. Mango is privately owned and headquartered in Farmington Hills, Mich. Guided by its core purpose to enrich lives with language and culture, Mango Languages creates lovable language-learning experiences for libraries, schools, corporations, government agencies and individuals. To learn more about the company, its innovative products and the dynamic Mangos who make it happen, visit MangoLanguages.com.