**ASSIST Teams With English Attack! To Revolutionize English Language Learning in Romania**

**ASSIST will be responsible for rolling out innovative online entertainment-based language-learning approach**

**Paris and Bucharest, 17 May, 2011**: Entertainment Learning, the pioneering education-via-entertainment company, announced its partnership with ASSIST today for the launch, marketing and business development of its flagship language learning service, English Attack!, in Romania.

The launch of the Romanian version of English Attack!, scheduled for June/July 2011, will allow English language learners in Romania to improve their English with video clips from blockbuster movies, hit TV series, music videos and television news reports ; online games ; thematic visual dictionaries; and a global social network of learners of English. Users will have a choice between an English-language interface and a version with navigation, help texts, tutorials, a dictionary, and other resources in (local language), and allow easier access to the site’s unique pedagogical approach.

Said Paul Maglione, Co-founder of Entertainment Learning: *“We interviewed many potential partners for Romania, and finally found what we were looking for in ASSIST. We are confident that they are well placed to create the ideal marketing and communications programs and commercial initiatives, as well as the local relationships with teachers, schools, universities, language institutes, and companies, to make English Attack! an important player in the large and dynamic English language-learning industry here in Romania.”*

Said Gheorghe David, managing partner of ASSIST: *“E-learning is the key for today and future education build. The partnership with Entertainment Learning consolidates our commitment to encourage and promote educational programs to society. We are confident that English Attack! is the language-learning tool for home, school and business.”*

**About ASSIST:**

Assist delivers and promotes innovative software solutions in emerging fields such as web-based custom business applications, e-learning, e-commerce, e-payment, e-security, e-health or enterprise & resource planning, solutions developed to continuously and effectively fulfil partners demands by constantly updating knowledge, conquering new areas of expertise, increasing the quality of consultancy and the marketing services. Focused on media design, marketing, re-design of applications, assistance and educational activities Assist has tailored long lasting relationships worldwide, both on business and education areas.

**About Entertainment Learning / English Attack! :**

Created by specialists in the media and entertainment industries in partnership with a range of English-teaching professionals, Entertainment Learning brings the power of digital entertainment to language learning, and is positioned in the international on-line English training market with English Attack !, an innovative approach based on cognitive neuroscience and the use of learning concepts derived from media and videogaming. Its founders, Paul Maglione and Frederic Tibout, are regular speakers at English language teaching events and conferences around the world.

Website : [www.english-attack.com](http://www.english-attack.com)

Blog: <http://blog.english-attack.com>

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