  ****

**Outliers Teams With English Attack! To Revolutionize English Language Learning in Brazil**

**Outliers will be responsible for rolling out new language- learning approach in Brazil featuring movie clips, music and games within an international social network.**

**Sao Paulo,** **January 24, 2011**: Entertainment Learning SAS, the pioneering education-via-entertainment company, announced its partnership with Outliers today for the launch, marketing and business development of its flagship language learning service, English Attack!, In Brazil

The launch of the Portuguese version of English Attack ! , scheduled for early Spring 2011, will allow English language learners in Brazil a choice between an English-language interface for the innovative online service ; and a version with navigation, help texts, tutorials, a dictionary, and other resources in Portuguese, allowing easier access to the site’s unique pedagogical approach by early-stage learners of English.

**Said Paul Maglione, Co-founder of Entertainment Learning :** “We interviewed many potential partners for Brazil and finally found what we were looking for in Outliers. 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 Brazil.

**Said Augusto Rocha, CEO of Outliers: “**We are thrilled by the opportunity to partner up with Entertainment Learning to develop English Attack! in Brazil. Learning English is crucial for people in a fast developing country and English Attack! offers an unique opportunity for Brazilians to practice and learn English in a way they’ll love: with games, movies and social network in the most innovative e-learning site. Brazilians are very creative and dynamic people, and look for exciting ways of learning, so we are pretty sure that English-Attack! is a perfect fit for Brazil.

**About Outliers:**

Established by experienced executives in Consumer Goods and Services Industries, Outliers is dedicated to innovation in language learning and launched the concept of Language Boutique in Brazil via the Outliers Professional Language School, which offers premium quality English courses focused in areas such as Finance, Marketing & Sales and Engineering. Outliers co-founders Augusto Rocha and Ho Mien Mien are passionate about education and languages, having worked and travelled to more than 30 countries in 5 continents, inspiring them to approach the teaching of languages in new ways, including, now, the English Attack! online service.

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

Created by specialists in the media and entertainment industries, Entertainment Learning brings the power of digital entertainment to 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 media 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 (beta version) : [www.english-attack.com](http://www.english-attack.com)

**Contact:**

Augusto Rocha / Outliers

Email: augusto@english-attack.com

+ 55 11 3571-0184

+ 55 11 7889-3624