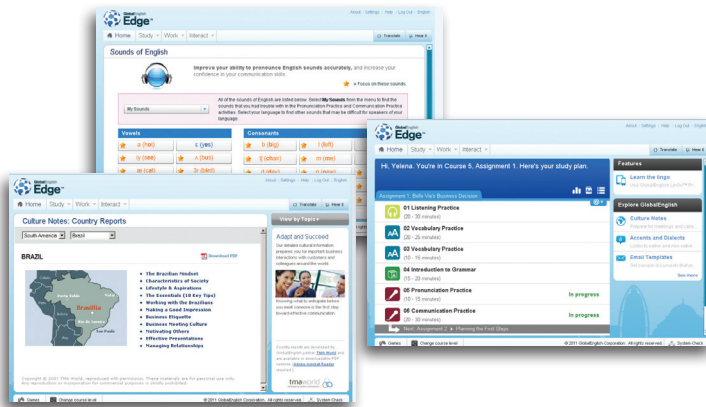


GlobalEnglish Edge™

Global expansion, corporate restructuring, mergers and increased collaboration of global teams have made it critical for companies to ensure their employees can communicate effectively in the language of business—English—in order to increase organizational productivity and “Enterprise Fluency.” With its focus on business situations, appropriate cultural communication and ongoing performance support, GlobalEnglish Edge™ addresses the needs of employees at all levels and develops the critical skills required to communicate confidently in Business English.



- A scalable, standardized solution: GlobalEnglish Edge™ is an on-demand Web-based solution that can be deployed seamlessly to 100 or 100,000 employees across the globe.
- An engaging, effective curriculum: Customized for all subscriber levels and fully translated into 14 languages, our interactive content incorporates the most advanced speech recognition

Summary

GlobalEnglish Edge™ is a component of the GlobalEnglish Suite of innovative, on-demand software products for global enterprises designed to improve Business English, advance Enterprise Fluency™ and drive better business results using the Web, mobile devices and social enterprise tools.

Benefits

- On-demand, online and easy to deploy and use
- Offers relevant, business-specific content that is customized for different subscriber learning levels
- Helps subscribers learn faster with immediate feedback on pronunciation and remediation exercises that target individual sounds
- Proven to be immediately useful on the job
- Easy administration, measurement and tracking

Features

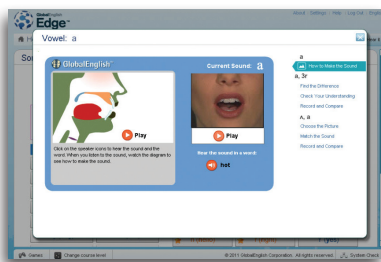
- Placement Test
- Speaking and Pronunciation with the most advanced speech recognition and remediation in the industry
- Writing Activities
- Listening Activities
- Reading and Vocabulary
- Productivity Tools
- Administrator Tools and Reports
- Content translation in 14 languages



technology in the industry with remediation, includes mobile content for on-the-go learning and provides access to virtual group classes 24/7.

- Proven, fast evidence of results: 92% of GlobalEnglish subscribers from Global 2000 companies utilizing GlobalEnglish Edge report being able to apply their new Business English skills to the job immediately.
- Easy administration and reporting: A complete suite of reporting and administrative tools makes it simple to register subscribers, manage usage, and measure and track performance across the enterprise.

Assignment	Status	Last Activity Date	Time Spent	Activities Completed	Questions Attempted	Total
1	In Progress	8/6/2011	1:59	28 (23%)	21 (22%)	28
2	In Progress	8/2/2011	0:00	0 (0%)	0 (0%)	
3	In Progress	8/2/2011	0:01	0 (0%)	0 (0%)	
4	In Progress	8/16/2011	2:32	10 (14%)	1 (10%)	1
5	In Progress	8/16/2011	0:00	0 (0%)		
Report Type 1						
6	In Progress	8/6/2011	1:16	0 (0%)		
7	In Progress	8/2/2011	0:01	0 (0%)		
8	In Progress	8/2/2011	1:26	0 (0%)		
9	In Progress	8/2/2011	0:01	0 (0%)		
10	In Progress	8/2/2011	0:00	0 (0%)		
11	In Progress	8/2/2011	0:00	0 (0%)		
12	In Progress	8/2/2011	0:00	0 (0%)		



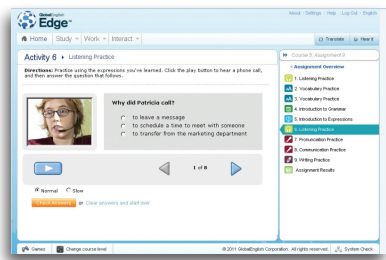
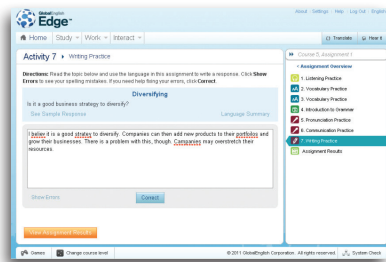
Effective Assessment to Measure and Guide Employee Training

- The GlobalEnglish Placement Test evaluates current Business English proficiency and recommends the appropriate starting point within the GlobalEnglish curriculum.
- Progress Reports allow subscribers to see their performance progress and scores, as well as their usage of the service, and compare them to their study plan.

Engaging, Business-Focused Activities Develop Core English Skills for Success on the Job

Speaking and Pronunciation

- Our course content enables subscribers to practice common business language so they feel comfortable communicating in English in a variety of workplace situations, such as negotiating, telephoning, meetings and business socializing.
- Activities utilize the most advanced speech recognition technology in the industry. Our service provides subscribers with phoneme-level pronunciation feedback and recommends remediation activities that address their specific problem areas.
- For additional pronunciation practice, subscribers can study animated diagrams of models demonstrating how to make specific sounds used in English, and they can even focus on the sounds that have been identified as typically more difficult for speakers of particular languages.



Writing and Grammar

- Interactive activities within the service are centered on the most common types of business correspondence, helping subscribers model effective tone, phrasing and other key elements of clear writing.
- All writing activities provide immediate writing feedback, indicating corrections for spelling mistakes. Subscribers also have access to performance-support features such as customizable email templates which can be downloaded to fit specific formal and informal business needs.
- Subscribers can also browse through videos that reinforce grammar principles and demonstrate exactly how they are used in real conversations.

Listening

- Subscribers advance their listening comprehension with recordings of common business interactions and everyday situations such as meetings, presentations, sales, telephoning, customer service, business writing and much more.
- The GlobalEnglish Mobile Learning Network™ provides business-focused podcasts which can be downloaded to a portable media player for on-the-go learning and performance support.
- Our service also contains text-to-speech technology which allows subscribers to hear any text read aloud, and our extensive library of authentic recordings from around the world helps subscribers improve their ability to understand English speakers with different accents.

Reading and Vocabulary

- Subscribers can create and manage their own vocabulary lists, which can include translations and industry-specific word lists for reference and practice of language terms that are relevant to them.
- The GlobalEnglish Magazine, a feature of the service that supports reading advancement through the use of current affairs and business articles, helps subscribers of all levels expand their general business knowledge through authentic reading material.
- High-quality content from professional English teachers, updated weekly, is also included in the service. This content is adapted to suit beginner, intermediate and advanced subscribers and can be printed.
- TOEIC® test preparation material and sample tests are also available within GlobalEnglish Edge.

