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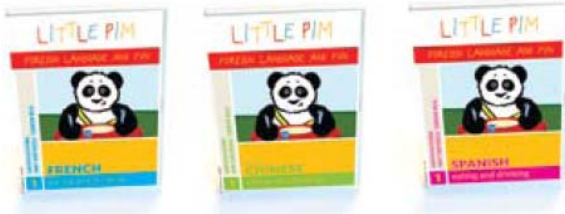
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LITTLE PIM

New Foreign Language Tools for Tots

IT'S FUN, ENTERTAINING, AND IT WILL HAVE YOUR LITTLE ONE SPEAKING A SECOND LANGUAGE SOONER THAN YOU CAN SAY *BON VOYAGE!*

(New York, NY) October 14, 2008 - Hola. Bonjour. Ni Hao...before your baby can count to ten in English? YES, it can be done! With the award-winning DVD series from **Little Pim**, your child may be speaking Chinese, French or Spanish before they start pre-K. Using both animation and real children to introduce over 180 words and phrases, these foreign language DVDs – available in Spanish, French, Chinese and English (ESL) – are specifically designed for developing brains. This is the **ONLY** age-appropriate DVD series to introduce foreign languages to babies, toddlers and preschoolers.



“My son is 2.5 and has taken a few Mandarin Chinese classes. He loves this DVD, and it's such fun to watch him speaking to the television and repeating the words. I don't speak any Chinese at all, and can hardly make out the words, but he has no problem at all. He's actively involved rather than simply watching passively, and he loves the antics of the panda.” – Karen (New York)

Creator Julia Pimsleur Levine is an award-winning filmmaker and mother of two who set out on a mission to fill a void she noticed in the children’s video market: she craved top-quality, smart – and above all, **FUN** – language learning for her kids. Pimsleur is no stranger to foreign language acquisition; her father Dr. Paul Pimsleur is the distinguished professor of languages who developed one of the most popular audio-based teaching methods in the world, used by millions of adults today.



Starting Early is the Key:

Research shows that young children who learn a language before turning five tend to have superior reading, writing and social skills, in addition to boasting extensive vocabularies. Zero to three is the best language learning window. By the age of 5, this window of opportunity begins to close, and the ability for a child to be able to differentiate foreign sounds diminishes dramatically.

The “Little Pim” Method:

Little Pim’s method for language development is based on total immersion while making language learning fun. Each DVD is spoken entirely in the language being taught with optional English sub-titles available ..

Fun with Languages:

Each 35-minute DVD features short episodes starring the worldly and lovable Little Pim the panda. Each DVD series has three complete lessons that introduce over 180 common words and phrases in kid-friendly categories: playtime, mealtime, and other daily routines. Frequent repetition and word-object association makes learning easy and fun for little ones and parents too!

But the fun doesn’t stop there...in the winter of 2009, Little Pim will release three new languages.

DVDs are sold individually or in a three-disc package for a discounted price. An adorable Little Pim plush panda is also available for small ones to cuddle while they learn. Little Pim is available at LittlePim.com, Amazon.com, BabiesRUs.com and ToysRUs.com and selected toy and book stores across the USA. For more information, and to see clips of the DVD or view a 3-minute video about the founder, visit www.LittlePim.com.