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The SMURFS to be featured on innovative language education app

LOS ANGELES, CA – LingoZING!, a free app that uses digital comic books to teach foreign languages, has announced a licensing agreement with IMPS. The language education app will showcase three titles from The SMURFS when it launches later this year. “We are thrilled to be showcasing the Smurfs on our app, and are proud to be associated with such a world-class and universally loved international brand, “ said Michael Mathias, CEO of LingoZING!

The LingoZING! app offers a fun and effective way to learn a foreign language by combining the efficiency of e-learning with the **engagement** of comic books, and makes it **easy and fun** by adding dynamic audio tracks and text translations to comic books. The app will feature 30 comic book titles in 4 languages (English, Spanish, Portuguese and French) when it launches in the U.S., France and Brazil in the third quarter of this year. The company plans to add more titles and expand into Asia, Germany, Russia and the Arabic countries in 2016.

The combination of digital comic books, smart devices and language education makes a lot of sense, as all three industries are growing quickly. In the US, digital comic books represent over 20% of comic book sales and their market share is rising rapidly. Language education is an enormous market, which is projected to reach nearly \$200 billion by the end of this year. Digital language education is expected to account for \$4 billion annually by 2016 and grow by 23% CAGR. Sales figures for smart phones and tablets that facilitate apps like LingoZING! are projected to rise to 5 billion units by 2018.

About IMPS

Belgian-based IMPS is the intellectual property holder of the SMURFS licenses. The SMURFS brand is published in 70 territories, has over 700 licenses on the international market, and a top-rated series on premium channels in over 100 countries worldwide. Created in 1958 by Peyo, the little blue men are known all over our planet – with over 25 millions albums, 300 million dolls, 40 million records and CD’s and 8 million DVDs. The official YouTube Smurf channel has just launched in March of this year in 40 languages. Sony’s “Smurf” films were

released in over 70 countries in the world including the U.S., China, India, Russia, and Brazil.

About LingoZING!

LingoZING! Is a free app that uses digital comics to make language learning easy and fun. Featuring characters, storylines and graphics from popular international comic books, LingoZING! adds dynamic audio tracks and text translations to create a revolutionary language-learning experience. Touch a caption bubble to see and hear a translation; replay the audio track slowly; record yourself & compare your pronunciation to the LingoZING! track; play games and collect points as you go & compete with friends. Founded by entrepreneurs Kyra Pahlen and Michael Mathias and based in Los Angeles, LingoZING! intends to transform the way foreign languages are learned throughout the world.

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