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NEW WEB SITE REVOLUTIONIZES THE WAY LANGUAGE SCHOOLS AND TUTORS CONNECT WITH STUDENTS

Speakit.com introduces a new web application that allows language schools and tutors to offer live, online language tutoring effectively and affordably.

SEATTLE (November 19, 2007) – Launchpad, a new web application available at www.speakit.com, is drastically changing the way language schools and tutors connect with students. The new tool features live, audio and video lessons, online scheduling and lesson plans, and the ability for teachers and students to share files, such as PowerPoint presentations and browse websites together. Launchpad provides a personalized, interactive online experience that helps schools and tutors complement their existing curriculum, generate additional income and champion their students' overall success.

Developed by Aaron Lovelace and Kevin Kajitani, Launchpad is a vast improvement over many of the online programs and tools previously used by language schools and tutors. "Because instant messaging services like Skype were not designed with online learning in mind, they lack critical tools and fail to ensure proper communication between schools, teachers, and students," says Kajitani, President & COO.

Launchpad features a number of advanced features that are critical for effective and efficient online learning programs. The live audio and video capabilities personalizes the online language learning process and helps students and teachers foster interpersonal communication similar to a classroom setting. In addition to being able to see and speak to their students, teachers can share PowerPoint presentations and websites with their students in real time. The website also helps schools and tutors with large numbers of students easily organize scheduling and billing within the Launchpad interface. The easy-to-use scheduling forms allow users to select the day, time and duration of the lesson, as well as review a list of upcoming lessons. The billing screen shows past sessions by date, student's name and time used.

Launchpad was originally developed for a language school in Osaka, Japan. One of the primary uses was to offer makeup lessons to students online. The application also made it easier for students who lived far away from the school to have access to language tutoring. The application filled an enormous void in the market, offering a number of features previously unavailable to language schools and tutors with a desire to conduct online lessons. "The logistics involved in offering online lessons are overwhelming for most language schools. Launchpad provides an easy shortcut around this headache and

makes it easy to set-up and offer lessons online almost immediately,” says Lovelace, Chairman & CEO.

Launchpad is easily integrated into any schools’ current operations. Once registered, schools can customize their page with their logo and school colors. "Launchpad helps language schools by allowing them to offer branded live, online lessons to their students. By doing so, they create a lucrative new revenue stream," says Lovelace.

Schools can register their students for lessons with their own staff members or a Speekit.com tutor. Speekit’s tutors are professional teachers and native English speakers. While Speekit’s teachers only offer instruction in English, schools can register to teach in any language. The website is adaptable to multiple languages and applications outside of language education, and is still evolving and unveiling new features to better serve the teachers and students who use Speekit.com. "We have several exciting features planned for the near future, and remain open to suggestions from our users,” says Kajitani.

Students using their own tutor are charged .20 USD per minute for the use of Launchpad, while students using Speekit.com tutors are charged .75 USD per minute. Determining the cost of the actual lesson, and the collection of the lesson fees are the responsibility of the school or tutor.

For more information on registering your school or tutoring service with Speekit, or becoming a Speekit teacher, please contact Aaron Lovelace at aaron@speekit.com or visit the website at www.speekit.com.

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