

Voxy Partners with Wise Up Access for 75,000 Students

NEW YORK - March 10, 2015 -

Voxy, the world's first personalized, cloud-based English learning platform, is pleased to announce a partnership with Wise Up, a leading English language school operating in more than 70 cities in Brazil with additional locations in North and South America and Asia.

This new partnership will launch on March 14, 2015, with a goal to serve more than 75,000 students within three years. The blended learning program will use Voxy's technology and personalized curriculum, including custom content designed for Wise Up students.

Wise Up was purchased in early 2013 for more than \$400M USD by Abril Educação, one of Brazil's largest education publishers. In 2010, the company served 30 million students and more than 125,000 private schools. Wise Up's recently hired CEO, Marcelo Bruzzi, a veteran of AmBev, is focused on Wise Up's 600-plus franchise network, adding new students in a competitive market, designing a more "social" footprint for Wise Up's centers, international expansion, and stan-

darizing quality across learning centers.

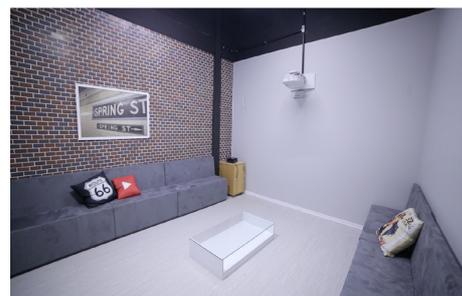


Bruzzi envisions Voxy updating Wise Up's curriculum with fresh, authentic content for a new generation of language learners and rolling out best-in-breed tech platforms that will allow his centers to meet the demands of increasingly technology-enabled students.

"We believe that students need to experience a 'classroom without walls,'" said Sergio Barreto, Director of Learning and Development at Wise Up. "The new website developed with Voxy provides a unique experience for our students—24 hours a day, seven days a week."

All Wise Up students will be required to use Voxy's platform, producing a large supply of data analytics that will allow Voxy to advance its product while rede-

fining what the language learning industry should be providing to learners around the world. One of Voxy's best metrics to identify learners' needs and drive product development is the Voxy Proficiency Assessment™ (VPA™), an in-product exam that evaluates a learner's proficiency level every three months. The data gleaned from this strategic partnership will also enable Voxy to test new product features, demonstrate proficiency gains over time, and publish new research.



"Voxy and Wise Up are driving tremendous innovation in English learning," said Katie Nielson, Voxy's Chief Education Officer. "The Wise Up blended program combines the best technology with Wise Up's high-quality, in-person instruction to offer learners an integrated experience in and out of class."

About Voxy

Voxy is an English learning solution providing institutions with an adaptive, dynamic curriculum and personalized instruction—at Voxy, no two courses are alike. Voxy has grown to over three million users in more than 20 countries and has pioneered numerous innovations in contextual learning, including the use of Natural Language Processing and geo-location. Since launching at TechCrunch Disrupt in 2010, Voxy has been recognized by the New York Times, Forbes, CNN, Google, Fox, and many others. Voxy's integrated web and mobile platform is used by the Universidade Metodista de São Paulo, DeVry Brazil, Unipam, Centro Pyme, 99Taxis, and Virgin Hotel Group, among others. Voxy has offices in New York City, São Paulo, and Rio de Janeiro, and investors include ff Venture Capital, Contour Venture Partners, Seavest Capital Partners, Rethink Education, and Pearson Education. To learn more, visit Voxy.com or email press@voxy.com.