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**VOXY RELEASES WHITE PAPER ON PILOT STUDY WITH STUDENTS IN MEXICO
Findings Demonstrate Improvement in TOEFL scores after Voxy Usage**

NEW YORK, NY (March 4, 2013) - Voxy, the NYC- based language education startup that teaches English to Spanish and Portuguese speakers using authentic and personalized lessons, released a white paper this month with the findings of a pilot study it conducted in Mexico in late 2012.

Katie Nielson, Ph.D., Voxy's VP of Pedagogy and Curriculum, authored the paper, which details the research Voxy conducted with a class of English as a Second Language (ESL) learners at a Mexican university. The study set out to test the effectiveness of Voxy's language learning product as a tool to help students prepare for the TOEFL exam. Twenty-four students at the San Luis Potosí campus of the Instituto Tecnológico de Monterrey (ITESM SLP) participated in the study and had access to Voxy's premium product for five weeks. The students took a TOEFL pre-test prior to using the product and a post-test after the five weeks of usage.

The results showed an average increase of 22% in TOEFL scores; during previous semesters without Voxy usage, learners' TOEFL improvement was negligible. These findings suggest that the improvement in scores can be attributed, at least in part, to Voxy usage. "The comparison data indicate that learners improved their TOEFL scores far more after five weeks of using Voxy than they had during previous semesters without using Voxy. Though this was a small-scale pilot, this TOEFL improvement is very encouraging," said Nielson.

Voxy also tracked usage of, and engagement with its product for five weeks after the pilot and found that 12 of the 24 participants continued to use Voxy even when it was not required for class. "I was also pleased by learners' persistent usage of the software after the study protocol was over," said Nielson. "One of the largest barriers to success with distance and blended language learning is lack of engagement and attrition from self-study, and with this group of learners we see the opposite."

The findings presented in this white paper further validate the theoretical underpinnings of Voxy's approach to language learning. Additionally, these findings add to the growing body of research on the efficacy of blended learning for foreign and second language learners. Voxy is currently planning a number of additional research initiatives, and plans to replicate the ITESM study with another group of learners in Mexico in the near future.

ABOUT VOXY

Voxy is the only language-learning program that is based 100% on a student's real-life daily activities. By using mobile technology and gaming mechanics, Voxy turns the media that you consume, the conversations that you have and the activities in which you engage into highly effective, contextual language lessons that are available anytime, anywhere. Voxy is currently focused on teaching English to native Spanish and Portuguese speakers but is rapidly expanding into new markets and new languages to reach the billions of language learners across the globe. Voxy launched in public beta at TechCrunch Disrupt in September 2010 as one of the most disruptive technology startups of the year and has been recognized for its innovative approach by The New York Times, CNN, Venturebeat and others.

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