

FOR IMMEDIATE RELEASE

WHAT'S THE DIFFERENCE BETWEEN STUDYING SPANISH AND KNOWING SPANISH? REMEMBERING.

LEARNLIFT RELEASES UNIQUE LEARNING TOOLS FOR SPANISH

Houston, TX -- July 22th, 2009 -- LearnLift, the makers of MemoryLifter, the popular flashcard freeware program, have just released innovative new study tools for Spanish, the "Multimedia Learning Suite: Spanish" and ten new Spanish learning modules for the iPhone™ and the iPod touch®. Both applications feature a scientific approach for effective and lasting retention of vocabulary and grammar.

Everyone who has tried to learn a foreign language knows how difficult it is to commit large amounts of vocabulary and grammar to memory. Typically, Spanish learning software presents such information in correlation with small, topic-driven learning units, but does not offer a systematic way to memorize these language fundamentals. The "Multimedia Learning Suite: Spanish" sets itself apart from the competition by utilizing a proven scientific algorithm which adapts to individual strengths and weaknesses.

"Our learning suite is an incredibly powerful ally for anyone wanting to learn Spanish. Many people try to cram knowledge of Spanish before a vacation, then forget shortly afterwards. Our goal with this product is to provide a reasonably priced solution that builds up language fundamentals effortlessly and lastingly," says Dana Rothstein, Project Manager at LearnLift, "and we have received very positive feedback from our customers trying to achieve this same goal."

At the heart of the suite is the MemoryLifter stick, which features a portable version of the MemoryLifter study software and more than 3,500 multimedia flashcards, which include text, images and audio recordings. The software employs controlled repetition, timed spacing, and mnemonic elements to greatly accelerate the memorization process and guarantee long-term retention of the material. In addition to the software, the package also includes complementary learning aids such as a verb wheel to practice and look up Spanish irregular verb forms, a printed study guide, an effective learning tips booklet, and MP3 audiobooks. LearnLift's Multimedia Learning Suite: Spanish is a complete learning solution.

With the new MemoryLifter version for the iPhone™, LearnLift has created a convenient way to learn on the go. The Spanish packages rely on the same learning algorithm and include all the multimedia content that is featured in the popular download and USB versions. MemoryLifter iPhone™ learning modules are available on the App Store.

For additional information, visit the MemoryLifter website: www.MemoryLifter.com.

About LearnLift and MemoryLifter:

MemoryLifter was developed by Rainer Aberer, the founder of OMICRON electronics Corp, an international company serving the electrical power industry with innovative testing and diagnostic solutions. Some years ago, he developed the flashcard software to meet a personal need and subsequently made it available to the world community as freeware. Because of the tremendous positive response to MemoryLifter, LearnLift was founded with the goal to develop the software further and to fill a market niche by creating custom content for a range of applications in various knowledge areas.

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