



PRESS RELEASE

Product Profile of *Discover English with Ben & Bella*

Hamburg, October 2011 – With the learning series *Discover English with Ben & Bella*, children aged 2 to 7 can learn English as easily and playfully as they did their mother tongue. Through storybooks, DVDs, interactive games, sticker books, flashcards and activity books, children can accompany the characters Ben and Bella on their exciting adventures at the circus and the zoo, on the farm and in many other places. *Discover English with Ben & Bella* is based on the total immersion principle and was developed by a variety of experts on behalf of Early Learning Group. It is available for purchase at www.benandbella.com

Scientifically based learning fun

Numerous studies have documented the personal and economic benefits of early-childhood education. Nobel Prize winners, renowned universities and international institutions all come to the same conclusion: early education is important. Especially before they reach the age of 7, children are able to acquire their mother tongue easily through playful methods. Scientific evidence shows that the preschool period is the optimal window of opportunity for children to pick up their first foreign language as well – so long as it is learned according to the native-language, or immersion, principle. Languages learned during these early years shape children’s natural language sense in a way that is not possible later in life. With *Discover English with Ben & Bella*, children are immersed in the new language. They acquire new words through simultaneously hearing and “seeing” them and understanding their meaning through the context in which they are presented. Immersive learning does not overtax children, because the focus at the beginning is not on grammar but purely on the stories told. Using this method, children discover the English language almost incidentally, with fun and ease.

The learning series *Ben & Bella* was developed in 2007 with the assistance of the German Institute for Immersive Learning (GIFIL) in Hamburg and the linguist Prof. Dr. Henning Wode of the Christian-Albrechts University in Kiel. Over the last two years, the international version *Discover English with Ben & Bella* has won a growing number of young fans in South Korea, South and North America, in the Southeast Asian countries and in the Arabic-speaking region.

1,000 words in no time

After only minimal contact with the *Ben & Bella* stories, children already pick up individual English words and deduce their context. Soon after, they are able to understand two or three-word sentences and ultimately to repeat words and entire sentences. In the first grade, when English instruction normally begins, children learn only about 100 words. With *Ben & Bella*, they reach this goal easily and without a teacher’s assistance, simply by watching and participating. Those who regularly take part in the entire program containing Ben and Bella’s adventures can pick up more than 1,000 English words – without tests or exams, and without pressure. Ben speaks English with an American accent, while Bella speaks “British English”.

The lively learning series *Discover English with Ben & Bella* is designed so that children can learn English independently. Parents who wish to accompany their children as they play, watch and are read to can always do so – even if they don't speak English themselves. Each child will occupy himself or herself individually with the entertaining *Ben & Bella* stories. One small unit per day, for example an episode on a DVD or a read-aloud storybook, is enough for a child to pick up the basics of the language.

The Ben & Bella products

Ben & Bella products have been available for purchase in most regions of Southeast Asia, the Middle East, Northern Africa and North and South America. Interested parents can test numerous products and games with their children on the website www.benandbella.com and easily order them online.

The following products are available:

- **Boxset TWO (Edition II)**

- 6 Storybook, 32 pages each, hardcover
- each incl. 1 Videobook DVD, 15 min. running time
- 18 DVDs, 1 episodes, approximately 20 min. running time
- 6 PC-Game CDs, 3 games each with multiple levels
- 6 Sticker Books, 30+ stickers each, softcover
- 6 Activity Books, 24 pages each, softcover
- 300 Flashcards, 90 x 60 mm
- 1 Parents Guide, 24 pages

- **Teaching Resource Set**

- 1 hardcover book | Lesson Plan, 240 pages (covered wire-o)
- 3 DVD | 3 Sing & Dance DVDs
- 18 softcover books | Storybooks, 16 pages
- 4 pads | Exercise-Package, 130 exercises (161 pages)
- 406 Flashcards | 210 x 148 mm

- **Exercise-Package** are available for each child participating in the course

- **Six Basic Sets** with each

- 1 Storybook, 32 pages, hardcover
- incl. 1 Videobook DVD, 15 min. running time
- 1 Sticker Book, 30+ sticker
- 1 DVD, 3 episodes, over 70 min. running time
- 1 Parents Guide, 16 pages

- **Sing and-Dance DVDs**

- **Ben & Bella hand puppets**



The *Ben & Bella* learning series is designed so that children can freely choose which theme and which medium interests them at a particular time. There are no set lessons; instead, a child's pleasure in watching and participating determines how he or she will proceed. In this way, *Ben & Bella* introduces children to the English language naturally and quickly.

About Early Learning Group:

Early Learning Group, based in Hamburg, develops and markets entertaining educational products for children aged 2 to 7. The core product of this internationally active company is *Discover English with Ben & Bella*. This stimulating learning series consisting of books, DVDs and interactive games is based on the total immersion principle and was developed by a variety of experts on behalf of Early Learning Group. It is marketed and licensed worldwide. Early Learning Group is a wholly owned subsidiary of Splendid Medien AG, based in Cologne.

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