

Berlitz[®]

130 Years
of innovation



Language Instruction • Cultural Consulting • Online Training
Programs for Children & Teens • Language Assessment & Testing



Dear Friends and Colleagues,

It is a great honor and pleasure to be a part of Berlitz as we celebrate our 130th anniversary.

The Berlitz of today is heir to a unique and rich tradition of excellence, innovation, and leadership. It is this legacy that inspires us to strive to provide the very best products and services and to surpass the expectations of our customers.

This anniversary is dedicated to the employees of Berlitz, past and present, whose efforts and loyalty have defined our company's success. We are especially proud of our instructors and recognize the direct impact they have on our success and the success of our customers every day.

During 2008, we celebrate "130 Years of Innovation" as the premier language training and cultural consulting service provider. Our rich traditions and approach to training have had a direct impact on revolutionizing the way languages are taught, and we are constantly refining our products and services to meet the evolving needs of our customers. It is this rich training tradition and progressive philosophy that define our company.

Let us mark our anniversary by recognizing our employees and our strong spirit of innovation, as it is they that ensure our continued success and the satisfaction of our customers around the world.

A handwritten signature in black ink that reads "Soichiro Fukutake". The signature is written in a cursive, flowing style.

Soichiro Fukutake
Chairman of the Board



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1964

2008

1997

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Photocover: Maximilian D. Berlitz, Founder and Creator of the Berlitz Method® - 1878



Founding and Max

Maximilian Delphinus Berlitz was in the right place at the right time, offering a service many people needed. His was not the only language school in existence, but he had a unique vision: to build his schools into a world-famous organization.

1878 Beginnings

M. D. Berlitz was born in Germany. He studied many languages, including the major Romance languages, several Scandinavian and Slavic languages, Latin and Greek. He arrived in the U.S. in 1870 and settled in Westerly, Rhode Island. By 1877, M. D. Berlitz had moved to Providence and established himself as an instructor of languages at the Bryant and Stratton National Business College. He opened the first Berlitz School in Providence in 1878.

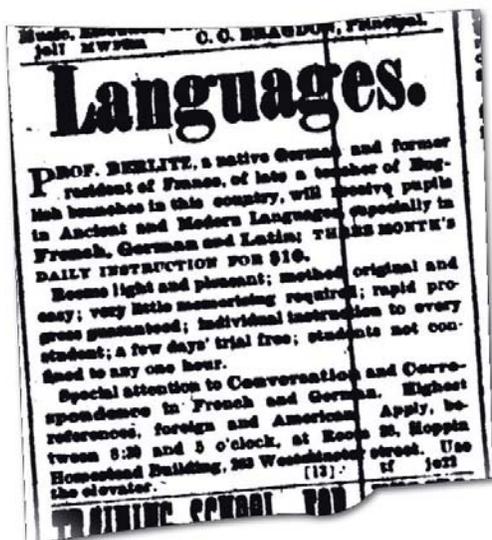


Immigrants landing at Castle Garden (By courtesy of the Ellis Island Immigration Museum)

Origins of the Berlitz Method®

In need of a French instructor, Berlitz placed an ad in *The New York Times* and was pleased to receive an impressive résumé from a Frenchman named Nicholas Joly. When Joly arrived in Providence, Berlitz was shocked to discover that he barely spoke a word of English! Ill from overwork, Berlitz instructed Joly to point at objects and describe them, act out verbs as best as he could, and make the students repeat and answer questions. With that, Berlitz turned the French class over to his new assistant and took to his bed, hoping for the best.

Several weeks later, Berlitz returned to find animated students chattering away in elegantly accented French... and the Berlitz Method® was born! In a few weeks, students had achieved a level of proficiency far beyond what would have been possible with traditional instruction. The original founding principles remain the core of the Berlitz Method® today: focus on conversation first with maximum student participation, speak only the language being taught, present objects and actions in a building-block approach, teach grammar by example and visual demonstration, employ native-fluent instructors and make corrections in a positive way to build students' confidence.



LANGUAGES

Prof. Berlitz, a native German and former resident of France, of late a teacher of English branches in this country, will receive pupils in Ancient and Modern Languages, especially in French, German and Latin; THREE MONTH'S DAILY INSTRUCTION FOR \$10. Rooms light and pleasant; method original and easy; very little memorizing required; rapid progress guaranteed; individual instruction to every student; a few days' trial free; students not confined to any one hour. Special attention to Conversation and Correspondence in French and German. Highest references, foreign and American. Apply, between 8:30 and 5 o'clock, at Room 23, Hopkin Homestead Building, 122 Westchester street. Use the elevator.

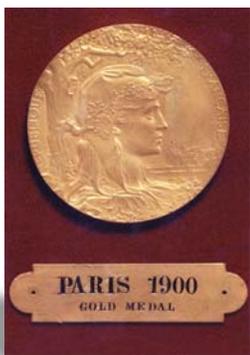
Providence Daily Journal,
July 1, 1878



M. D. Berlitz teaching French police officers in Paris, France (1907)

1881-1914: Worldwide Expansion and Global Recognition

A success in New England, Berlitz opened schools up and down the East Coast, moved his headquarters to New York City in 1886, and finally reached the Pacific Ocean with a school in San Francisco. Berlitz also took his Method to Berlin (1888), Paris (1889), and London (1889). He hired a publisher to print materials under the “Berlitz Method” title. By 1900, Berlitz listed twenty-five titles in print, small hardcover books accompanied by illustration cards for use in the classroom. It was another important advance for Berlitz, one that helped to maintain the integrity of the Berlitz Method® worldwide.



Expositions were an important forum for displaying new ideas and technologies at the beginning of the 20th century. Berlitz demonstrated the Berlitz Method® at the 1900 Universal Exposition in Paris. Afterward, the Congress of Teachers of Modern Languages formally adopted his principles and an international jury awarded Berlitz two gold medals for superiority of method and instruction in language teaching. Berlitz performed similar demonstrations at the St. Louis International Exposition and won the grand prize.

By this time, his schools stretched from England to Russia as well as into Latin America and the Middle East. The 100th Berlitz School opened in 1900, just twenty-two years after the first one had opened in Providence!

1929 The Great Depression Surviving Tough Times

By the time World War I began, Berlitz had over 200 schools worldwide. Unfortunately, the European division had schools on both sides, causing operations to fracture. Finding a way through the Great Depression and World War II proved equally difficult. Berlitz U.S. withstood the war years in large part by providing language training to government agencies. The European schools were preserved by the indomitable Mme Thérèse Delpoux, who started as a teacher and may very well have been one of the first European women to head a multi-national company. She was one of a long line of important women in Berlitz management.



1964 Berlitz Total Immersion® Intensive Language Learning for Rapid Results

Berlitz Total Immersion®, our most elite language training program, is customized to focus entirely on the needs of the individual. Begun as an experiment in 1964, this intensive individual learning program immerses the student in his or her new language all day. Lunch with the instructor provides additional practice in using the new language socially, while a session with two instructors simultaneously prepares one for the give and take of business meetings. Students can learn to communicate from basic social encounters to more complex business interactions in as little as one to three weeks. So fast and effective, students even recount dreaming in their new language during their Total Immersion® training!



1970 Technology Enhances Learning

Improvements in technology brought Berlitz materials to life. New “Multi-Media” programs, consisting of audiocassettes and reader/workbooks, made it possible for students to review at home. Providing exposure to different voices and accents, they also allowed instructors to spend more time on new material and less time on review, thus accelerating the learning process.

1966 Berlitz Goes to Asia

The 1960s saw an aggressive campaign to launch schools in Asia. The process began in Japan, with Berlitz Tokyo opening in 1966, then Thailand and eventually stretching across Asia. Today, with over ninety Language Centers, the main languages taught at these locations are English, Mandarin, French, Japanese, German and Korean.





1982 Berlitz Kids® Language Learning for Children

Children should learn a second language because childhood is the best time to learn a language.

Berlitz Kids® curriculum provides age-appropriate activities and materials, which allow young children to participate in interactive activities. They learn through flashcards, songs, and games in colorful, cheerful “Kids Rooms” found in many Language Centers. Designed for all learning styles, the programs give children a chance to succeed at language learning in an encouraging environment.

Berlitz Kids® specializes in multi-sensory materials, designed for children age four to nine, that are appropriate for home, summer camp or classroom use. In many countries, Kids and Teens Camps have become very popular. For teens, Berlitz also provides special services, language test preparation and tutoring.



CHILDREN SHOULD LEARN A SECOND LANGUAGE...

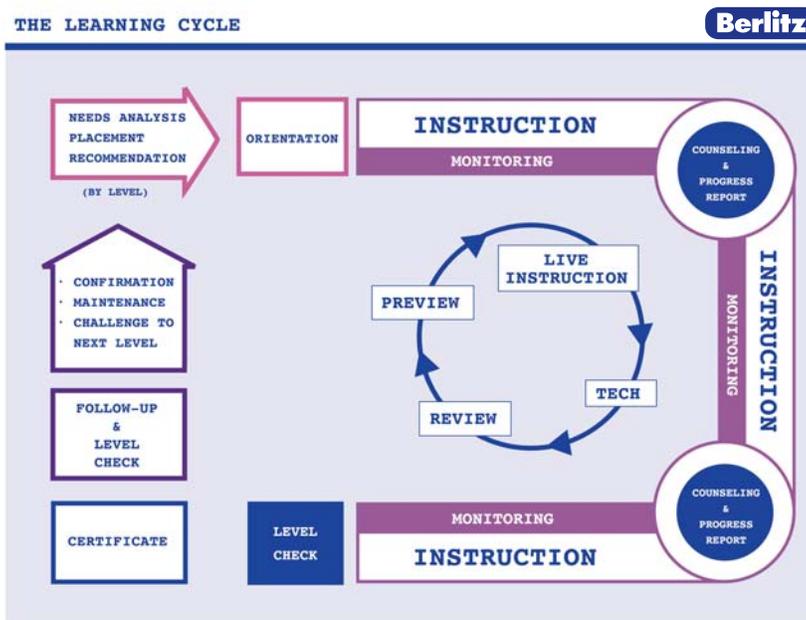
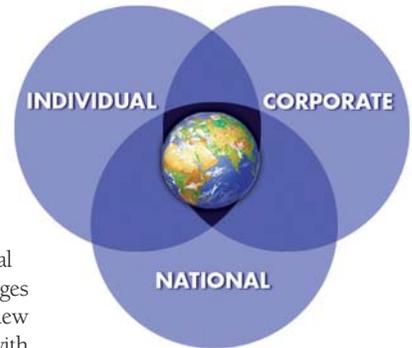
Learning a second language early:

- Improves general academic skills, which carry over to other subjects;
- Helps children gain an understanding of other people, places and cultures;
- Teaches a new way to think – similar to studying music;
- Opens doors to internships, scholarships, study abroad and higher education;
- Allows young adults to relate to another social network of people who speak that language;
- Enables students to explore the worldwide web and international periodicals;
- Gives students a head start in preparing for careers requiring a second language.

1994 Berlitz Cultural Consulting® Solutions beyond Language

Berlitz Cultural Consulting® defines Global Leadership and Intercultural Competence as the overlapping of three key cultural components (National, Corporate and Individual) that create an interface. All Berlitz Cultural Consulting® programs address this interface of multicultural and global competence and leadership.

Cultural Consulting bridges the communication gaps for international travelers, business transferees and their families. When an employee relocates, transferee and family must prepare for key life changes. Cultural Consulting lessens the culture shock that can occur on either side of a move. By learning important social and business customs and preparing for changes in daily routines, participants arrive in their new homes and workplaces ready to communicate with ease and confidence!



1997 The Berlitz Learning Cycle Tools to Help Students Succeed

Berlitz defines Learner-Centered Instruction as putting the student first.

The Berlitz Learning Cycle process begins with an initial consultation, including a needs analysis and placement test to determine the client's proficiency in the chosen language. Once the starting level, goals, timeframe and budget are clear, a course of study is agreed upon with the prospective student.

During the course, instructional monitoring and Level Checks ensure that the student is on track to meet his or her goals. Progress reports provide additional feedback. The Manager of Instruction or Counselor reviews progress with the student and together they determine any changes in the program that may be needed.

Student success is the first priority!



2002 BerlitzEnglish® Fully Integrated English Program with Authentic Content

BerlitzEnglish® is a groundbreaking program, the result of research by the Berlitz global curriculum development team, who consulted instructors, students and country managers as well as outside educators, developers and researchers.

Original multimedia materials provide timely, authentic content from leading media partners such as Time Warner and AOL.

BerlitzEnglish® course books, audio CDs, CD-ROMs and a dedicated Web site prepare students to speak English in everyday social and business situations.

As student requirements demand, those in intermediate and advanced levels may pursue business or social courses or combine the two in customized formats to achieve their unique language-learning goals.



2003 Berlitz Virtual Classroom® Instructor-led Distance Learning

Imagine arriving back from a meeting to your Mumbai hotel room, opening your laptop and continuing your Japanese lessons with your instructor, who is at home in Tokyo!

With Berlitz Virtual Classroom®, it's possible! BVC answers student demand for a flexible learning environment, enabling students and instructors to meet in real time via the Internet. In an age when computers are widely available at home and work, the "classroom" is elastic. Class content is identical to that of face-to-face lessons, and can be easily recorded, making review simple.

Innovative and convenient, this teaching method eliminates travel time and scheduling constraints. BVC also works well for groups, particularly within organizations, who can meet in the virtual setting. This allows classes to gather with ease, whether across town or across several time zones.