

## **Vocabulary.Com Launches App That Puts Word-Learning in the Palm of Your Hand**

*Groundbreaking System for Learning Vocabulary Keeps Users Connected Everywhere*

### **Fast Facts**

- Available for iOS (iPhone and iPad) on March 18th for \$2.99 (Android version to follow)
- Download Page: <http://www.vocabulary.com/app> (Please do not provide this link prior to 12:01 AM EDT, March 18th, 2014.)
- It's a game. Earn point and badges and compete with your friends, while improving your vocabulary.
- Adaptive technology teaches over 12,000 words using 125,000 questions.
- It's a dictionary. Includes 165,000 words with over 100,000,000 usage examples.
- Choose which words to learn, or study from over 350,000 ready-made vocabulary lists.
- Millions of users online, including over 500,000 registered users and students in more than 11,000 schools nationwide.

NEW YORK, N.Y., March 18, 2014— Today the makers of the award-winning Vocabulary.com website announced the release of a new app that can expand anyone's vocabulary with lightning speed. Vocabulary.com's uniquely effective word learning system, played by millions online, now brings word mastery to mobile devices and tablets through engaging gameplay. And just like its online counterpart, the Vocabulary.com app is powered by the world's smartest, fastest dictionary. The app is available at <http://www.vocabulary.com/app>.

Vocabulary.com is a comprehensive program for lifelong learning of vocabulary, in which each activity is specially chosen for the user. Backed by sophisticated algorithms and insights from the science of learning, Vocabulary.com models how people learn and retain new words on the road to successful word mastery. When a user plays Vocabulary.com, more than 120,000 questions are available to answer, teaching more than 12,000 words. By comparing the results of hundreds of millions of answers given by other users, Vocabulary.com personalizes the learning experience to choose the best question at just the right time.

When a vocabulary learner signs up for a free account, progress on learning words will seamlessly carry over from one device to another, bridging online and mobile environments. "With the Vocabulary.com app, you can follow the path to word mastery wherever you go," said Vocabulary.com executive producer Ben Zimmer. "We've shown that learning vocabulary can be fun and addictive, and now on-the-go word learners can always stay connected."

As with the online version, the Vocabulary.com app allows users to accumulate points, achievements and badges along the way. They can also compete with other users from throughout the world to make it to the top of daily and monthly leaderboards. While the gameplay keeps learners engaged, it provides a key benefit to all who seek to expand their vocabulary, improve their communication, and succeed in school and business.

The Vocabulary.com app is perfect for students studying for standardized tests like the SAT, GRE, or TOEFL. Students can let Vocabulary.com choose the right words for them to study through its adaptive learning system, or they can choose from one of more than 50,000 ready-to-learn lists, covering everything from classic literature to breaking news.

Built into the app is the Vocabulary.com dictionary, the world's fastest. Predictive word lookup zeroes in on the right word as the user types it, and words are presented with friendly, easy-to-understand definitions. Words in the dictionary are illustrated with more than 100 million usage examples from real-world sources, and pronunciations are given for all 165,000 words with high-quality voice recordings. The dictionary is fully integrated with the Vocabulary.com learning program, as users can choose to learn the words they look up, and can also consult the dictionary entries as they play the game.

The Vocabulary.com app is available through the App Store for all iOS devices (iPads and iPhones), with an app for Android devices soon to be released as well.

**Download the Vocabulary.com app:** <http://www.vocabulary.com/app>

For more information, please contact:

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#### **What people are saying about Vocabulary.com:**

"Vocabulary.com is among the quickest and most intelligent ways for students to improve their vocabulary. Regardless of education level or age, Vocabulary.com will help master the words that are essential to academic and business success." —*National Education Association*

"Educators who are familiar with Vocabulary.com are impressed by the technology. It is a sign, they say, that real progress is finally being made in computer-assisted education." —*The New York Times*

"Vocabulary.com could actually make speaking well cool again." —*TIME*

"Vocabulary.com boasts a Web-based dashboard bristling with points, levels, progress bars and achievement bonuses, among other attractions." —*USA Today*

#### **Honors and awards:**

- TIME's 50 Best Websites of the Year
- PC Magazine's Top 100 Websites of the Year
- Tech & Learning Award of Excellence
- SXSW Interactive Awards Finalist
- Webby Awards: Official Honoree in Education

#### **ABOUT THINKMAP, INC.**

New York City based Thinkmap, Inc. develops and markets software that uses visualization to facilitate communication, learning, and discovery. The company's software applications include the Thinkmap SDK visualization platform, The Visual Thesaurus, and Vocabulary.com.