



For Immediate Release

SpeakLike Launches Breakthrough in Internet Translation Chat

First Instant Messaging Service Provides Accurate, Real-Time Translation IM Across Languages

PALM DESERT, CA & NEW YORK —January 28, 2008—Today at the annual prestigious DEMO conference, SpeakLike LLC, a leader in innovative Internet-based language translation, announced the launch of SpeakLike™, the first instant messaging service for accurate real-time translation chat across various languages. The service will make it possible for users to type text in their own language and have others see it in their preferred language, accurately and within seconds

Sold like software as a service, SpeakLike seamlessly integrates automated and human translation. The result is translation chat that offers the accuracy of human interpretation faster and at a fraction of the cost of existing interpretation services. SpeakLike founder Sanford H. Cohen will unveil the new service on the DEMO stage this week in Palm Desert.

“Our mission is to make translation chat easy for people around the world to truly understand one another while using their native languages,” Mr. Cohen said. “We believe SpeakLike changes the way people communicate and work across languages because it utilizes both Internet and translation technologies, backed by human quality control.”

Chris Shipley, executive producer of the DEMO conferences, said, “SpeakLike is a breakthrough in translation chat, allowing accurate short-message translation to occur within moments. SpeakLike is a much-needed alternative to free, machine-based translation, which is highly inaccurate and often leads to costly mistakes.”

Additionally, unlike traditional interpretation services, SpeakLike will make it possible for users to have transcripts of their conversations.

SpeakLike currently plans to introduce translation chat in the form of an instant messaging service to a market with a projected 1.2 billion accounts in use by 2009.

Pricing and Availability

Today, SpeakLike is available as an invitation only beta service in English, Spanish and Chinese. In the coming months, SpeakLike will offer human-assisted translation chat starting at ten cents per message. Premium, enterprise, and integrated Web services, including support for legal and medical translation specialties, will be added later.



About DEMO

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.

About SpeakLike, LLC:

SpeakLike, LLC. is a leader in innovative Internet-based language translation chat technologies and services. Its flagship offering SpeakLike™ is the first instant messaging service for accurate real-time translation chat across various languages. Founded by Sanford H. Cohen, the company finds new ways to help consumers and businesses have easy and cost effective access to cross-language communication tools.

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