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CGSM to Crack Secret to Direct Mail for Rosetta Stone

*Strategic Marketing Firm to Manage Direct Mail Campaign for Award-Winning
Developer of Language-Learning Software*

WILTON, CT. – February, 2007 – Canterbury Graphics Strategic Marketing (CGSM; www.cgsm.com), a direct-marketing agency, has been selected by Rosetta Stone, creator of the world’s No. 1 language-learning program, to produce a series of direct mail campaigns targeting Educational, Government and Institutional customers as well as consumers. CGSM had previously won assignments to develop third party (magazine and newspaper) inserts, bind in and blow in cards. Additionally CGSM will work with Rosetta Stone on list recommendations.

“CGSM’s expertise helping businesses harness the power of direct mail to reach key consumers and business groups was essential in our selection by Rosetta Stone”, said Mark Koler, CGSM president. “We are pleased to have been chosen by Rosetta Stone to help them achieve their mission to deliver the best technology-based solutions for learning languages.”

About CGSM

CGSM is a privately-held direct-marketing agency specializing in the marketing strategy, design and production of direct mail-packages and inserts. Its print production skills combined with a focus on data analysis and modeling make it possible for CGSM to offer a unique approach to customer acquisition and retention that takes into account all the complex details of a direct-mail marketing campaign without ever losing sight of the overall business objectives. For more information, please visit <http://www.cgsm.com> or call 203-563-9233.

For a press kit or to schedule an interview, please contact Jill Cirigliano of Communication Strategy Group by email at jcirigliano@gocsg.com.