



FOR IMMEDIATE RELEASE

**VIRGIN HOTELS PARTNERS WITH LEADING DIGITAL LEARNING PLATFORM
VOXY TO PROVIDE PERSONALIZED ENGLISH LANGUAGE LEARNING TO ALL
STAFF**

LOS ANGELES, January 27th, 2014 — Virgin Hotels, the four star lifestyle hotel brand, announced a partnership with NYC-based education technology company Voxy that helps fulfill its commitment to build team members' work and life skills.

Through this partnership, Virgin Hotels will offer all of its team members free of charge Voxy's award-winning English language learning platform. The education platform will be available to team members both on the go on their mobile devices and on their home computers. Voxy's technology allows Virgin Hotels to dynamically create a 100% customized curriculum focused on the specific needs of its team members such as critical hospitality-related topics and personal and professional communication tasks. The results are lasting: a high quality and personalized delivery of Virgin Hotels' customer service, a focus on empowered problem-solving, and a better quality of life for recently acculturated second language employees.

Voxy's learning platform uses integrated multi-device applications and cutting edge technology to create uniquely engaging learning experiences for more than 3.0 million users learning English around the world. Its integrated web and mobile learning platform is modeled on a task-based learning approach that generates personalized lessons from real world content and social media. Voxy has been rated the number one education iTunes app in 23 countries.

"Voxy is thrilled to be partnering with Virgin Hotels to help improve the lives of their staff, and the quality of their customer interactions, said Paul Gollash, Voxy's Founder and CEO. "Workplace education - proven to enhance performance as well as job satisfaction – is especially important in the hospitality industry, and there is no one who knows this more than Virgin Hotels."

Virgin Hotels CEO Raul Leal said,

"Innovative and purposeful partners such as Voxy will help us build the world's best hospitality work force. Voxy's next generation platform makes it easy for our team members to improve their communications skills and thus the guest experience. Moreover, and this is a key Virgin Hotels tenet, each employee gains valuable life skills for home, community and beyond."

Virgin Hotels will open its first property in Chicago's Inner Loop neighborhood and a New York City property in the NoMad neighborhood will open in 2016. Other locations under consideration for Virgin Hotels properties include Dallas, Los Angeles, Miami,

Palm Springs, San Francisco, Washington DC, London, and additional neighborhoods in New York City.

ABOUT VIRGIN HOTELS

Virgin Hotels is a four-star lifestyle hotel brand in its initial development stage of acquiring, developing and managing properties in the US. The group seeks new development and conversions of existing hotels or office properties in major urban markets. Parties interested in partnering with Virgin Hotels may contact the company at www.virginhotels.com or 646-845-3494. Visit us at <https://www.linkedin.com/company/virgin-hotels>.

ABOUT VOXY

Voxy is a New York City based company that uses mobile and web technology to provide English language education. Our mobile/web platform has proven efficacy, which it achieves by dynamically building personalized, adaptive, task-based courses that allow students to learn in context. Since launching in 2010 as a TechCrunch Disrupt finalist, we have grown to over 3 million users and have pioneered numerous innovations in contextual learning, including the use of geo location, speech recognition, and natural language processing. Voxy has raised over \$19M from institutional investors including ReThink Education, Pearson, ff Venture, Contour Ventures, Weld North, and the Partnership Fund for New York City. To learn more visit Voxy.com or email press@voxy.com.

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