

FOR IMMEDIATE RELEASE  
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**ITALIAN PROVES TO BE A MAIN COURSE  
AS BEVERLY HILLS LINGUAL INSTITUTE SETS ENROLLMENT RECORD**

The Beverly Hills Lingual Institute, Los Angeles' only private language school to offer regularly scheduled classes in more than two dozen languages, has increased its enrollment by more than 30% from fall 2003, it was announced today by Institute Director, Dr. Karin Fallon. Some classes, such as Beginning Italian, have more than doubled.

"This reflects a pattern of continued growth since we opened our doors in 1996," says Fallon. "We outgrew our former space so, earlier this year we moved to a new, larger location. We are now two blocks from the former site, but still in the heart of the Beverly Hills downtown 'Golden Triangle.' While we have a great new facility, I feel the main reason for our growth is the quality of our instructors, texts, and guaranteed small class size. It is why we have a consistently high rate of returning students."

**EDITORS NOTE:** Of the 700 students enrolled each term in wide variety of eight-week courses, one of the greatest percentages of growth is in the beginning level courses in Italian, which have doubled this year. Instructor Lorena Bignamini, a native of Italy, attributes the surge in interest to a number of factors. "One reason is the political climate," says Bignamini. "Italian Prime Minister Berlusconi is a friend and ally of President Bush, so Italy is being viewed as a more welcoming destination by American visitors than other Western European countries. International business is also improving and we have students employed by companies that have expanded business interests in the country. Another significant reason, which surprised me, is the number of people who are buying property in Italy. I have one student who is part of a group that recently purchased an abandoned village and are now transforming it into a Yoga center."

Prior to starting the Beverly Hills Lingual Institute, Fallon, a former high school teacher with a doctorate in education administration, was director of the Lingual Institute of Philadelphia. The renowned Wharton Business School named it as best language institute in the community. This new venture is a continuation of her successful approach of recruiting top professional, native speaking instructors (such as Ms. Bignamini), using the best of current college text books and curricula, and creating a warm and intimate environment conducive to teaching and learning.

The Beverly Hills Lingual Institute offers 32 different classes each night, with instructors and students representing more than 40 nationalities and ethnicities.

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