

**Rosetta Stone Inc.**  
**Business Metrics**  
(in thousands)

	Quarter-Ended					Quarter-Ended
	3/31/09	6/30/09	09/30/09	12/31/09	2009	3/31/10
<b>Revenues - Consumer vs. Institutional</b>						
Consumer	40,350	42,902	50,935	65,083	199,270	49,450
Institutional	9,934	13,558	16,281	13,228	53,001	13,564
	<b>50,284</b>	<b>56,460</b>	<b>67,216</b>	<b>78,311</b>	<b>252,271</b>	<b>63,014</b>
<b>YoY Growth (%)</b>						
Consumer	41%	15%	12%	16%	19%	23%
Institutional	43%	32%	15%	29%	27%	37%
<b>Total</b>	<b>41%</b>	<b>18%</b>	<b>12%</b>	<b>18%</b>	<b>20%</b>	<b>25%</b>
<b>% of Total Revenue</b>						
Consumer	80%	76%	76%	83%	79%	78%
Institutional	20%	24%	24%	17%	21%	22%
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Consumer Revenue by Channel</b>						
DTC	24,945	25,944	28,470	34,643	114,002	30,668
Kiosk	8,222	9,279	9,776	13,141	40,418	9,356
Global Retail	7,183	7,679	12,689	17,299	44,850	9,426
	<b>40,350</b>	<b>42,902</b>	<b>50,935</b>	<b>65,083</b>	<b>199,270</b>	<b>49,450</b>
<b>YoY Growth (%)</b>						
DTC	32%	25%	7%	14%	18%	23%
Kiosk	34%	16%	-3%	8%	11%	14%
Global Retail	101%	-12%	42%	29%	29%	31%
	<b>41%</b>	<b>15%</b>	<b>12%</b>	<b>16%</b>	<b>19%</b>	<b>23%</b>
<b>% Revenue by Channel</b>						
DTC	62%	60%	56%	53%	57%	62%
Kiosk	20%	22%	19%	20%	20%	19%
Global Retail	18%	18%	25%	27%	23%	19%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Unit Metrics</b>						
Consumer unit volume (in thousands)	116.3	118.8	143.5	190.3	568.9	127.4
Consumer average sales price per unit	\$ 347	\$ 361	\$ 355	\$ 342	\$ 350	\$ 388
<b>YoY Unit Metrics Growth (%)</b>						
Consumer unit volume	8%	-9%	0%	13%	3%	10%
Consumer average sales price per unit	30%	26%	12%	3%	16%	12%

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<b># of Kiosks (end of period)</b>						
US	154	172	207	201	201	190
Europe	3	6	10	9	9	9
Asia Pacific	4	5	7	32	32	41
Total # of Kiosks (end of period)	161	183	224	242	242	240
<b>Revenues by Geography</b>						
United States	47,477	53,128	62,379	69,821	232,805	52,476
International	2,807	3,332	4,837	8,490	19,467	10,538
	<b>50,284</b>	<b>56,460</b>	<b>67,216</b>	<b>78,311</b>	<b>252,271</b>	<b>63,014</b>
<b>Revenues by Geography (as a %)</b>						
United States	94%	94%	93%	89%	92%	83%
International	6%	6%	7%	11%	8%	17%
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>YoY Growth (%)</b>						
United States	42%	16%	9%	11%	17%	11%
International	25%	63%	99%	161%	95%	275%