

Rosetta Stone Inc.
Business Metrics
(in thousands)

	Quarter-Ended					Quarter-Ended
	3/31/08	6/30/08	9/30/08	12/31/08	2008	3/31/09
Revenues - Consumer vs. Institutional						
Consumer	28,640	37,455	45,587	55,972	167,654	40,350
Institutional	6,945	10,287	14,216	10,278	41,726	9,934
Total	35,585	47,742	59,803	66,250	209,380	50,284
YoY Growth (%)						
Consumer	26%	70%	86%	48%	56%	41%
Institutional	10%	24%	39%	94%	38%	43%
Total	22%	57%	72%	54%	52%	41%
% of Total Revenue						
Consumer	80%	78%	76%	84%	80%	80%
Institutional	20%	22%	24%	16%	20%	20%
Total	100%	100%	100%	100%	100%	100%
Consumer Revenue by Channel						
DTC	18,925	20,691	26,650	30,436	96,702	24,945
Kiosk	6,135	8,017	10,032	12,130	36,314	8,222
Global Retail	3,580	8,747	8,905	13,406	34,638	7,183
Total	28,640	37,455	45,587	55,972	167,654	40,350
YoY Growth (%)						
DTC	37%	57%	84%	48%	56%	32%
Kiosk	23%	47%	75%	56%	52%	34%
Global Retail	-9%	152%	104%	42%	63%	101%
Total	26%	70%	86%	48%	57%	41%
% Revenue by Channel						
DTC	66%	55%	58%	54%	58%	62%
Kiosk	21%	22%	22%	22%	22%	20%
Global Retail	13%	23%	20%	24%	20%	18%
Total	100%	100%	100%	100%	100%	100%
Unit Metrics						
Consumer unit volume (in thousands)	107.7	131.0	143.8	169.1	551.5	116.3
Consumer average sales price per unit	\$ 266	\$ 286	\$ 317	\$ 331	\$ 302	\$ 347
YoY Unit Metrics Growth (%)						
Consumer unit volume	0%	34%	41%	13%	21%	8%
Consumer average sales price per unit	26%	27%	32%	32%	29%	30%

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# of Kiosks (end of period)						
US	113	141	157	145	145	154
Europe	0	0	3	2	2	3
Asia Pacific	0	0	1	3	3	4
Total # of Kiosks (end of period)	113	141	161	150	150	161
Revenues by Geography						
United States	33,344	45,700	57,373	62,996	199,413	47,477
International	2,241	2,042	2,430	3,254	9,967	2,807
	35,585	47,742	59,803	66,250	209,380	50,284
Revenues by Geography (as a %)						
United States	94%	96%	96%	95%	95%	94%
International	6%	4%	4%	5%	5%	6%
	100%	100%	100%	100%	100%	100%
YoY Growth (%)						
United States	21%	56%	71%	55%	52%	42%
International	47%	70%	87%	43%	58%	25%