

Rosetta Stone Inc.
Business Metrics
(in thousands)

	Quarter-Ended				2009
	3/31/09	6/30/09	09/30/09	12/31/09	
Net Bookings by Market					
US Consumer	39,364	42,592	50,685	58,900	191,541
International Consumer	2,482	3,054	4,188	7,861	17,585
Worldwide Consumer	41,846	45,646	54,873	66,761	209,126
Worldwide Institutional	8,397	13,331	21,285	10,495	53,508
Total	50,243	58,977	76,158	77,256	262,634

	YoY Growth (%)				2009
	3/31/09	6/30/09	09/30/09	12/31/09	
YoY Growth (%)					
US Consumer	39%	13%	4%	8%	13%
International Consumer	15%	65%	90%	178%	94%
Worldwide Consumer	37%	15%	8%	17%	17%
Worldwide Institutional	70%	51%	75%	27%	56%
Total	42%	22%	21%	18%	24%

	% of Total Net Bookings				2009
	3/31/09	6/30/09	09/30/09	12/31/09	
% of Total Net Bookings					
US Consumer	78%	72%	67%	76%	73%
International Consumer	5%	5%	5%	10%	7%
Worldwide Consumer	83%	77%	72%	86%	80%
Worldwide Institutional	17%	23%	28%	14%	20%
Total	100%	100%	100%	100%	100%

	Revenue by Market				2009
	3/31/09	6/30/09	09/30/09	12/31/09	
Revenue by Market					
US Consumer	39,348	41,899	51,254	59,255	191,756
International Consumer	2,475	3,013	4,093	7,728	17,309
Worldwide Consumer	41,823	44,912	55,347	66,983	209,065
Worldwide Institutional	8,461	11,548	11,869	11,328	43,206
Total	50,284	56,460	67,216	78,311	252,271

	YoY Growth (%)				2009
	3/31/09	6/30/09	09/30/09	12/31/09	
YoY Growth (%)					
US Consumer	44%	13%	5%	8%	14%
International Consumer	21%	65%	89%	168%	94%
Worldwide Consumer	42%	16%	9%	16%	18%
Worldwide Institutional	36%	30%	32%	35%	33%
Total	41%	18%	12%	18%	20%

	% of Total Revenue				2009
	3/31/09	6/30/09	09/30/09	12/31/09	
% of Total Revenue					
US Consumer	78%	74%	76%	76%	76%
International Consumer	5%	6%	6%	10%	7%
Worldwide Consumer	83%	80%	82%	86%	83%
Worldwide Institutional	17%	20%	18%	14%	17%
Total	100%	100%	100%	100%	100%

	Quarter-Ended				2010
	3/31/10	6/30/10	9/30/10	12/31/10	
Net Bookings by Market					
US Consumer	41,631	38,746	41,138	52,243	173,758
International Consumer	10,029	8,177	9,860	15,176	43,242
Worldwide Consumer	51,660	46,923	50,998	67,419	217,000
Worldwide Institutional	9,108	17,110	22,307	14,395	62,920
Total	60,768	64,033	73,305	81,814	279,920

	YoY Growth (%)				2010
	3/31/10	6/30/10	9/30/10	12/31/10	
YoY Growth (%)					
US Consumer	6%	-9%	-19%	-11%	-9%
International Consumer	304%	168%	135%	93%	146%
Worldwide Consumer	23%	3%	-7%	1%	4%
Worldwide Institutional	8%	28%	5%	37%	18%
Total	21%	9%	-4%	6%	7%

	% of Total Net Bookings				2010
	3/31/10	6/30/10	9/30/10	12/31/10	
% of Total Net Bookings					
US Consumer	69%	60%	56%	64%	62%
International Consumer	16%	13%	14%	18%	15%
Worldwide Consumer	85%	73%	70%	82%	78%
Worldwide Institutional	15%	27%	30%	18%	23%
Total	100%	100%	100%	100%	100%

	Revenue by Market				2010
	3/31/10	6/30/10	9/30/10	12/31/10	
Revenue by Market					
US Consumer	41,407	38,748	36,902	44,516	161,573
International Consumer	9,815	7,651	9,708	15,516	42,690
Worldwide Consumer	51,222	46,399	46,610	60,032	204,263
Worldwide Institutional	11,792	14,249	14,316	14,248	54,605
Total	63,014	60,648	60,926	74,280	258,868

	YoY Growth (%)				2010
	3/31/10	6/30/10	9/30/10	12/31/10	
YoY Growth (%)					
US Consumer	5%	-8%	-28%	-25%	-16%
International Consumer	297%	154%	137%	101%	147%
Worldwide Consumer	22%	3%	-16%	-10%	-2%
Worldwide Institutional	39%	23%	21%	26%	26%
Total	25%	7%	-9%	-5%	3%

	% of Total Revenue				2010
	3/31/10	6/30/10	9/30/10	12/31/10	
% of Total Revenue					
US Consumer	66%	64%	61%	60%	62%
International Consumer	15%	13%	16%	21%	17%
Worldwide Consumer	81%	77%	77%	81%	79%
Worldwide Institutional	19%	23%	23%	19%	21%
Total	100%	100%	100%	100%	100%

	Quarter-Ended				2011
	3/31/11	6/30/11	9/30/11	12/31/11	
Net Bookings by Market					
US Consumer	29,814	36,828	35,562	54,786	156,990
International Consumer	14,996	12,910	11,945	14,589	54,440
Worldwide Consumer	44,810	49,738	47,507	69,375	211,430
Worldwide Institutional	10,770	16,973	18,555	15,459	61,757
Total	55,580	66,711	66,062	84,834	273,187

	YoY Growth (%)				2011
	3/31/11	6/30/11	9/30/11	12/31/11	
YoY Growth (%)					
US Consumer	-28%	-5%	-14%	5%	-10%
International Consumer	50%	58%	21%	-4%	26%
Worldwide Consumer	-13%	6%	-7%	3%	-3%
Worldwide Institutional	18%	-1%	-17%	7%	-2%
Total	-9%	4%	-10%	4%	-2%

	% of Total Net Bookings				2011
	3/31/11	6/30/11	9/30/11	12/31/11	
% of Total Net Bookings					
US Consumer	54%	55%	54%	65%	57%
International Consumer	27%	20%	18%	17%	20%
Worldwide Consumer	81%	75%	72%	82%	77%
Worldwide Institutional	19%	25%	28%	18%	23%
Total	100%	100%	100%	100%	100%

	Revenue by Market				2011
	3/31/11	6/30/11	9/30/11	12/31/11	
Revenue by Market					
US Consumer	28,061	38,606	37,710	52,794	157,171
International Consumer	14,601	12,014	11,002	13,238	50,855
Worldwide Consumer	42,662	50,620	48,712	66,032	208,026
Worldwide Institutional	14,316	16,123	15,490	14,494	60,423
Total	56,978	66,743	64,202	80,526	268,449

	YoY Growth (%)				2011
	3/31/11	6/30/11	9/30/11	12/31/11	
YoY Growth (%)					
US Consumer	-32%	0%	2%	19%	-3%
International Consumer	49%	57%	13%	-15%	19%
Worldwide Consumer	-17%	9%	5%	10%	2%
Worldwide Institutional	21%	13%	8%	2%	11%
Total	-10%	10%	5%	8%	4%

	% of Total Revenue				2011
	3/31/11	6/30/11	9/30/11	12/31/11	
% of Total Revenue					
US Consumer	49%	58%	59%	66%	58%
International Consumer	26%	18%	17%	16%	19%
Worldwide Consumer	75%	76%	76%	82%	77%
Worldwide Institutional	25%	24%	24%	18%	23%
Total	100%	100%	100%	100%	100%

Rosetta Stone Inc.
Business Metrics
(in thousands)

	Quarter-Ended				
	3/31/09	6/30/09	09/30/09	12/31/09	2009
Consumer Revenue by Channel					
DTC	24,946	26,356	29,408	35,080	115,790
Kiosk	8,221	9,316	9,832	13,195	40,564
Global Retail	7,183	7,681	13,500	17,530	45,894
Home School	1,473	1,559	2,607	1,178	6,817
Total	41,823	44,912	55,347	66,983	209,065
YoY Growth (%)					
DTC	32%	27%	10%	15%	20%
Kiosk	34%	16%	-2%	9%	12%
Global Retail	101%	-12%	52%	31%	32%
Home School	106%	12%	-50%	-37%	-26%
Total	42%	16%	9%	16%	18%
% of Total Consumer Revenue					
DTC	60%	59%	53%	52%	55%
Kiosk	20%	21%	18%	20%	20%
Global Retail	17%	17%	24%	26%	22%
Home School	3%	3%	5%	2%	3%
Total	100%	100%	100%	100%	100%
Unit Metrics Updated					
Consumer unit volume (in thousands)	120.3	124.1	156.7	195.6	596.7
Average Net Revenue per Unit (on a bookings basis)	\$ 348	\$ 368	\$ 350	\$ 341	\$ 350
YoY Unit Metrics Growth (%)					
Consumer unit volume	9%	-9%	-2%	12%	3%
Average Net Revenue per Unit (on a bookings basis)	26%	27%	10%	4%	14%
# of Kiosks (end of period)					
US	154	172	207	201	201
Europe	3	6	10	9	9
Asia Pacific	4	5	7	32	32
Total # of Kiosks (end of period)	161	183	224	242	242
Revenues by Geography					
United States	47,477	53,128	62,379	69,820	232,804
International	2,807	3,332	4,837	8,491	19,467
Total	50,284	56,460	67,216	78,311	252,271
Revenues by Geography (as a %)					
United States	94%	94%	93%	89%	92%
International	6%	6%	7%	11%	8%
Total	100%	100%	100%	100%	100%

	Quarter-Ended				
	3/31/10	6/30/10	9/30/10	12/31/10	2010
Consumer Revenue by Channel					
DTC	31,026	25,142	27,500	34,496	118,164
Kiosk	9,391	8,683	7,392	9,533	34,999
Global Retail	9,608	11,200	9,832	15,413	46,053
Home School	1,197	1,374	1,886	590	5,047
Total	51,222	46,399	46,610	60,032	204,263
YoY Growth (%)					
DTC	24%	-5%	-6%	-2%	2%
Kiosk	14%	-7%	-25%	-28%	-14%
Global Retail	34%	46%	-27%	-12%	0%
Home School	-19%	-12%	-28%	-50%	-26%
Total	22%	3%	-16%	-10%	-2%
% of Total Consumer Revenue					
DTC	61%	54%	59%	57%	58%
Kiosk	18%	19%	16%	16%	17%
Global Retail	19%	24%	21%	26%	23%
Home School	2%	3%	4%	1%	2%
Total	100%	100%	100%	100%	100%
Unit Metrics Updated					
Consumer unit volume (in thousands)	132.1	120.0	128.3	173.4	553.8
Average Net Revenue per Unit (on a bookings basis)	\$ 391	\$ 391	\$ 397	\$ 389	\$ 392
YoY Unit Metrics Growth (%)					
Consumer unit volume	10%	-3%	-18%	-11%	-7%
Average Net Revenue per Unit (on a bookings basis)	12%	6%	14%	14%	12%
# of Kiosks (end of period)					
US	190	186	180	173	173
Europe	9	10	13	15	15
Asia Pacific	41	50	64	71	71
Total # of Kiosks (end of period)	240	246	257	259	259
Revenues by Geography					
United States	52,476	52,139	50,390	57,624	212,629
International	10,538	8,509	10,536	16,656	46,239
Total	63,014	60,648	60,926	74,280	258,868
Revenues by Geography (as a %)					
United States	83%	86%	83%	78%	82%
International	17%	14%	17%	22%	18%
Total	100%	100%	100%	100%	100%

	Quarter-Ended				
	3/31/11	6/30/11	9/30/11	12/31/11	2011
Consumer Revenue by Channel					
DTC	31,856	30,984	31,177	42,368	136,385
Kiosk	7,312	7,368	6,987	8,504	30,171
Global Retail	2,585	10,752	9,015	14,265	36,616
Home School	909	1,516	1,533	895	4,854
Total	42,662	50,620	48,712	66,032	208,026
YoY Growth (%)					
DTC	3%	23%	13%	23%	15%
Kiosk	-22%	-15%	-5%	-1%	-14%
Global Retail	-73%	-4%	-8%	-7%	-20%
Home School	-24%	10%	-19%	52%	-4%
Total	-17%	9%	5%	10%	2%
% of Total Consumer Revenue					
DTC	75%	61%	64%	64%	66%
Kiosk	17%	15%	14%	13%	15%
Global Retail	6%	21%	19%	22%	17%
Home School	2%	3%	3%	1%	2%
Total	100%	100%	100%	100%	100%
Unit Metrics Updated					
Consumer unit volume (in thousands)	114.2	139.9	145.7	221.7	621.5
Average Net Revenue per Unit (on a bookings basis)	\$ 392	\$ 355	\$ 326	\$ 313	\$ 340
YoY Unit Metrics Growth (%)					
Consumer unit volume	-14%	17%	14%	28%	12%
Average Net Revenue per Unit (on a bookings basis)	0%	-9%	-18%	-20%	-13%
# of Kiosks (end of period)					
US	144	117	114	103	103
Europe	15	16	14	13	13
Asia Pacific	78	76	69	58	58
Total # of Kiosks (end of period)	237	209	197	174	174
Revenues by Geography					
United States	41,271	53,418	51,708	65,725	212,122
International	15,707	13,325	12,494	14,801	56,327
Total	56,978	66,743	64,202	80,526	268,449
Revenues by Geography (as a %)					
United States	72%	80%	81%	82%	79%
International	28%	20%	19%	18%	21%
Total	100%	100%	100%	100%	100%