

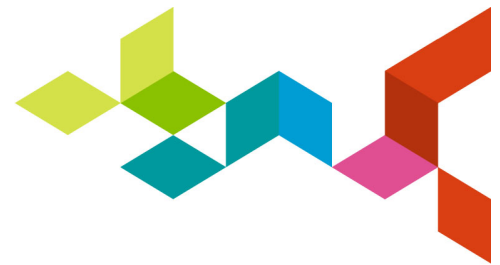
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## **New children's show now on TVWAN Pacific**

### ***Early Lingo DVD series now screening for Fiji viewers on Sky Pacific***

**Monday May 9, 2016** – Children from Fiji and the Pacific Islands will now get to enjoy the award-winning Early Lingo DVD series on TVWAN Pacific on Sky Pacific.

The half-hour show screens at 4.45pm daily on TVWAN Pacific, Channel 1 on Sky Pacific.

Digicel Fiji Head of Marketing Ms. Sheryl Singh said the Early Lingo DVD series gives our children a solid foundation in a second language through an animated and live-action adventure series.

*"There are currently six episodes in the English version and will play on TVWAN Pacific. The series will allow our children to learn English which is our second language."*

*"There are various episodes and these are all interesting half-hour series with lessons on colours and shape at the park, counting at the farm, the alphabet, food, things in the city, expressions and more. Each episode has over 90 English words and phrases."*

*"The series is good for children from 6-months to 9-years as this will provide them a great base in a second language. The series utilizes action/word specific instruction and is organized into 12 interactive programs. The series offers a playful approach to learning with stimulating visual content of everyday activities."*

*"The series is an entertaining and educational series for children who get introduced to a second language through repetitive learning techniques."*

Caryn Antonini of the Early Lingo Inc. said *"I am so pleased by the opportunity to partner with Digicel Fiji so that we may offer our English language videos to the children of Fiji as the country continues to rebuild after Cyclone Winston."*

Research shows that children have greater advantage than others if they learn a foreign language at the same time they are learning their primary language. The photos and animation are a great way to teach English.

**-ENDS-**



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### **About Digicel**

Digicel Group Limited (Digicel) is a leading provider of communications services in 31 markets in the Caribbean and South Pacific regions, where the company provides a comprehensive range of Mobile Communications, Business Solutions, Cable TV & Broadband and other related products and services to retail, corporate (including small- and medium-sized enterprises) and government customers.

Digicel offers HSPA+ or long-term evolution (LTE) mobile technology (4G) in 30 markets and holds the number one mobile market position in 21 markets, with a mobile subscriber market share of more than 50% in 20 markets, as determined by internal company data.

Digicel launched mobile services in Jamaica, its first market, in 2001 and became the market leader there within 15 months of launch, based on a strategy that Digicel has since replicated successfully in several other markets. Digicel's mobile subscriber base has grown from 0.4 million as of March 31, 2002 to 13.6 million subscribers as of March 31, 2015, representing a compound annual growth rate of 32.3%.

Digicel runs a host of community-based initiatives across its markets and has set up Digicel Foundations in Jamaica, Haiti, Papua New Guinea and Trinidad and Tobago which focus on educational, cultural and social development programs. Digicel is the lead sponsor of Caribbean, Central American and Pacific sports teams and individuals including the world's fastest man, Usain Bolt, and Special Olympics teams throughout these regions. Digicel also sponsors the West Indies cricket team.

For more information, visit [www.digicelgroup.com](http://www.digicelgroup.com)

### **About Early Lingo**

Early Lingo is a foreign language learning system for young children. ages 0-9 years. Launched in 2011, the products are now sold in the U.S., Canada, Europe, the Middle East and Asia. The Early Lingo Learning System is currently used in Fiji and the U.S. with plans for expansion.

Current products include videos, dry erase workbooks, flashcards and applications, available in 6 languages – English, Spanish, French, Italian, German and Mandarin - with more languages to follow.



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