

THE CHARLES & AGNES KAZARIAN ETERNAL FOUNDATION

AGBU SELECTS DISCOVER ARMENIAN LANGUAGE SOFTWARE

-- New York premiere of *Discovering Armenian* mini-movie --

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The Armenian General Benevolent Union (AGBU) has again selected the Charles & Agnes Kazarian Eternal Foundation's (CAKE) Discover Armenian language-learning software. And, the AGBU NY Summer Internship Program will host the New York premiere of CAKE's short cultural film, *Discovering Armenian*.

--"#1 selling Armenian language software"--

Discover Armenian is interactive and fun language-learning software for every age and skill level. The program is great "edutainment" and provides quick results. Discover Armenian is the world's number one selling Armenian language software.

"Discover Armenian is a fast and fun way to improve both beginner and advanced Armenian language skills," said CAKE's Araham Niziblian. "It's a great tool for both Armenian language classes as well as self-teaching."

For the second year, Discover Armenian will empower the AGBU program's young professionals to strengthen their Armenian language skills and culture. Discover Armenian's mission is to empower the Armenian Diaspora to learn their language and share their energy with others. CAKE has created a global benchmark in language-learning software.

--"It's really cool and easy to learn the Armenian language"--

AGBU summer interns will also attend a private screening of *Discovering Armenian*. *Discovering Armenian*, a mini-movie about three young Diasporan Armenians, highlights the extraordinary rewards in learning the Armenian language. The film, produced in Yerevan, sends an unmistakably powerful message... "it's really cool (zov eh!) and easy to learn the Armenian language." The DVD is available for free from CAKE and is great for laptop viewing.

"Everyone here at AGBU is excited about the Discover Armenian software and the New York premiere of *Discovering Armenian*," commented Aline Ekmekji, Director for the AGBU NY Summer Internship Program. "We would like to thank the CAKE Foundation for all its great work."

To purchase Discover Armenian software, or for an interactive demo, go to www.DiscoverArmenian.com.

About the Charles & Agnes Kazarian Eternal Foundation:

The Charles & Agnes Kazarian Eternal Foundation is a private operating foundation created in 1993. CAKE seeks to empower Armenians in both Armenia and the Diaspora through economic development, education, and technology programs. Major initiatives include: Japonica InterSect, a global benchmarking and best practice research firm focused on developing economies' intersectoral commerce; *New Philanthropy Benchmarking: Wisdom for the Passionate*, a capitalist-philanthropist textbook and educational series; and Community Micro Commerce, a global provider of microfinance and business educational services for Armenians with disabilities. The Foundation has 87 professionals world-wide with 27 FTEs.

For more information or group orders, contact:

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