



CORPORATE PROFILE July 2010

Lingo Media Corp. (OTC BB: LMDCF) (TSX-V:LM)

Sector: Technology
Industry: Advertising/Media
Education Services

Lingo Media Corporation
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SELECT FINANCIALS

Fiscal Year End:	Dec. 31
Current Price (7/08/10):	\$0.40
52-Week Trading Range:	\$0.39 - \$1.52
Shares Outstanding:	13.5 million
Stock Options (\$0.70—\$2.00):	977 thousand
Warrants (\$8.00):	2.1 million
Fully Diluted:	16.6 million
Market Cap:	\$6.6 million
Insider Ownership:	35.8%

Lingo Media Corporation (TSX-V: LM, OTC BB: LMDCF) is a diversified online and print-based education products and services company focused on English language learning (ELL) on an international scale through its four distinct business units. Parlo is a fee-based online ELL training and assessment service. ELL Technologies is a globally-established ELL multi-media and online training company marketed under the Q Group brand. Speak2Me is a free-to-consumer ad supported online ELL service. Lingo Learning is a print-based publisher of ELL programs in China.

For more information please visit www.lingomedia.com.

Company Overview

- ◆ Lingo Media is a diversified online and print-based education products and services company focused on English language learning (ELL).
- ◆ Today, Lingo Media consists of four business units, its legacy and branded business, *Lingo Learning*, *Speak2Me*, *Parlo*, and *ELL Technologies* (Q Group), the Company's most recent acquisition.



Training & Assessment (www.parlo.com)

- ◆ Fee-based, Per User-Seat License basis
- ◆ Improves reading, writing, listening, speaking and comprehension skills
- ◆ Target Audience: government, colleges and universities, and corporations
- ◆ Interactive English Training Solution



Multi-Media and Online Training (www.qgroupplc.com)

- ◆ International leader in the development, production and marketing of innovative and proprietary English language instruction
- ◆ Distributed in 11 markets including China, Korea and the U.S.
- ◆ Expands learning platform to include reading comprehension and writing
- ◆ Consists of more than 1,700 hours of learning online and CD-ROMs



Interactive Learning (www.Speak2Me.cn)

- ◆ Free-to-Consumer: "Fun, Fast, and Free"
- ◆ Conversational Advertising™, Embedded Brand Messaging
- ◆ Strong Relationship with Mercedes-Benz and Motorola
- ◆ Improves Spoken English Skill
- ◆ Target Audience: students, business and casual learners
- ◆ Social Networking Capabilities (Studying Abroad and Dating)



Publishing (Print and Audio-Based)

- ◆ Strong brand recognition
- ◆ Strong barrier to entry; key government and industry organizations

Demand for ELL is Soaring in China and Around the World

Worldwide, there are currently 1.6 Billion English Language Learners. Expectations are that this will grow to 2 Billion, or roughly 1/3 of the world's population within the next 5 years.

China has the largest ELL market in the world. Of China's 1.32 Billion population, more than 300 Million are currently learning English*.

Learning English is a key factor to professional advancement in China. Those with advanced English skills earn salaries 24.3% to 72.5% higher than those without English skills**.

Based on increased wages, students and young professionals are increasingly seeking out effective English language learning programs and instructions, with a growing demand for spoken English training.

The English language training market in China has grown from US\$1.9 Billion in 2004 to US \$2.9 Billion in 2008. By 2010, it is projected to be US \$4.3 Billion***.

Early adopters—more than 1,200,000 registered users and growing rapidly.

Recent Events

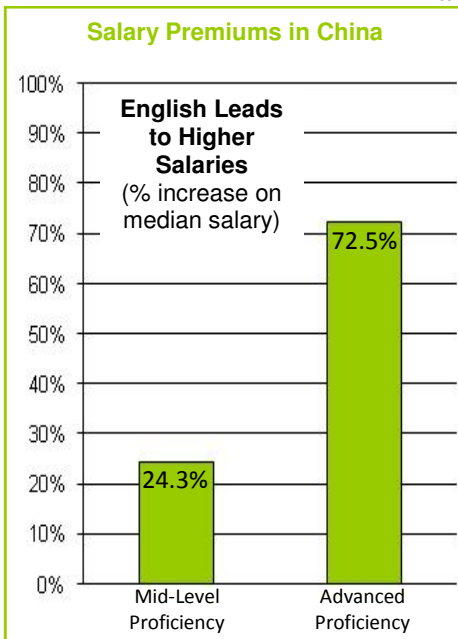
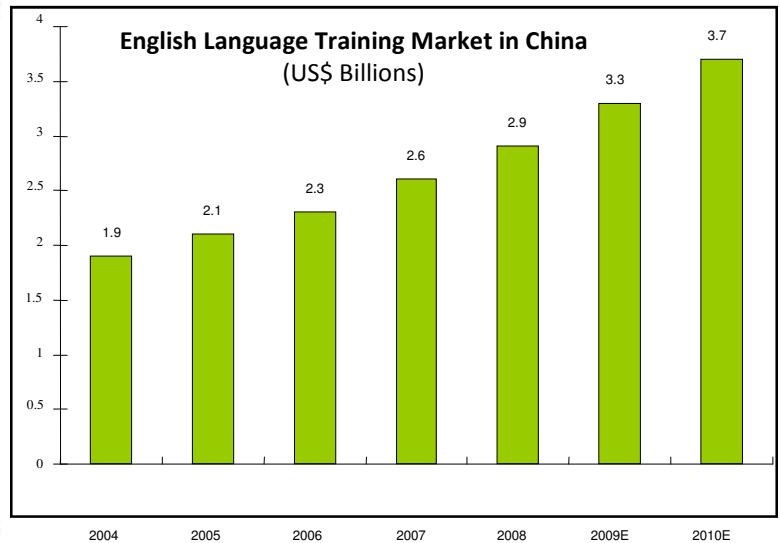
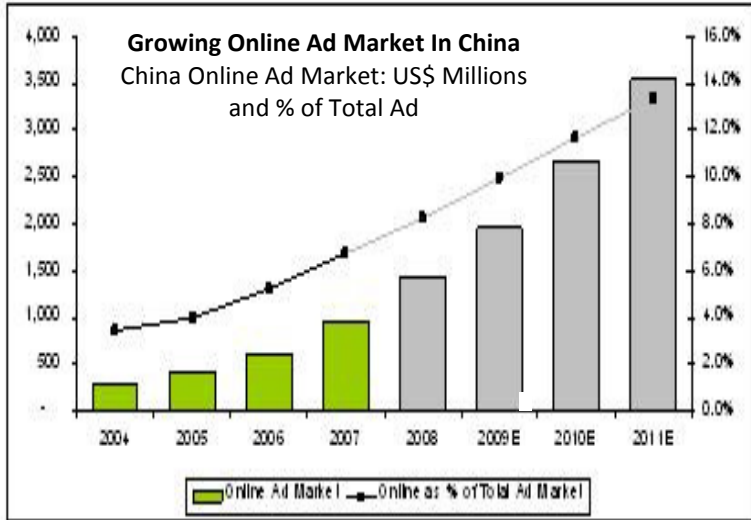
7/08/2010 - Lingo Media's ELL Technologies Signs New Distributor & First Sales Contract in Colombia

7/07/2010 - Lingo Media Updates on ELL Technologies Acquisition and Business Strategy

5/31/2010 - Reports First Quarter Results

5/13/10 - Lingo Media Expands Into 10 New Markets With Acquisition of ELL Technologies

“Changing the Way the World Learns English”



“Leading Edge/Next Generation Technology”
“Audio Facebook”
“Fun, Fast & Free”
“Embedded Brand Messaging”



Senior Management

Michael P. Kraft, President & Chief Executive Officer

- ◆ Corporate Development & Finance
- ◆ 10 years hands on experience in China
- ◆ President & CEO of Lingo Media Corporation since its inception in 1996

Gali Bar-Ziv, LL.B., MBA, Chief Operating Officer

- ◆ Operations & Strategic Development
- ◆ Profitably grew a sales, marketing and distribution start-up
- ◆ Developed brand strategies achieving sales growth of 700% year over year

Ryan Robertson, Chief Financial Officer

- ◆ Reduced non-essential operating costs by 35% while maintaining sales growth at a multi-national aerospace and defense company
- ◆ US Educated, graduating Summa Cum Laude from Liberty University
- ◆ A key member of several merger and acquisition teams

Board of Directors

- ◆ Michael Kraft, President & CEO
- ◆ Nereida Flannery, Independent Consultant - China & Corporate Finance
- ◆ Ashraf Halim, Chief Commercial Officer of Orascom Telecom Holdings S.A.E.
- ◆ Sanjay Joshi, Partner of Ogilvy Renault LLC
- ◆ Anthony Lacavera, Chairman & CEO of Globalive Communications Corp.
- ◆ Scott Remborg, Independent Consultant - Technology & eCommerce
- ◆ Ashesh Shah, CEO of Maxx Medical
- ◆ Michael O'Connor, Co-Founder Business Development & Corporate Strategy Officer of Wind Mobile

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