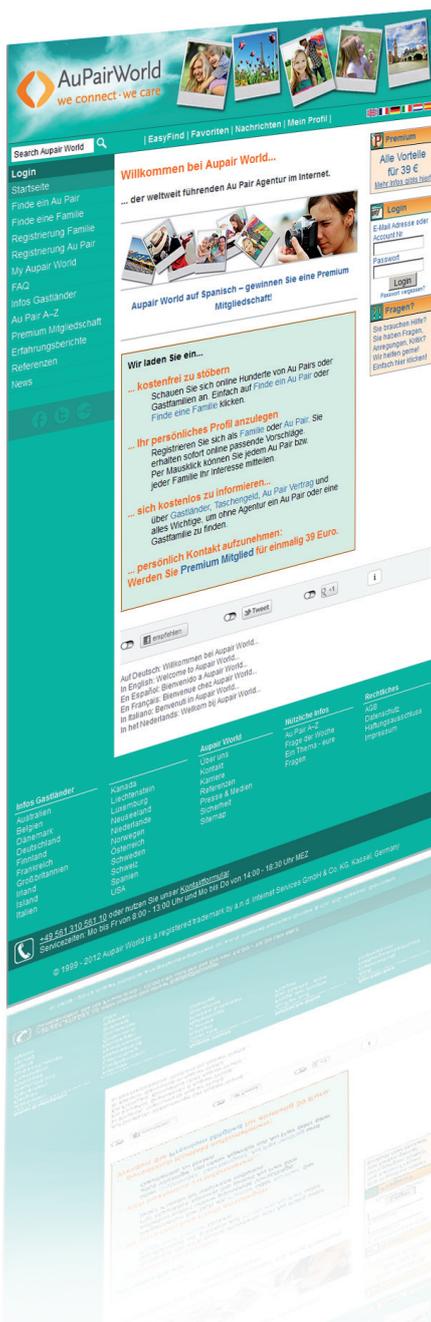


Aupair World launches its website in Spanish



Kassel (October 10, 2012). Aupair World, the worldwide leading au pair agency on the Internet continues to grow. In order to comply with the increasing demand of Spanish speaking au pairs and host families, Aupair World offers its website from now on also in Spanish.

Aupair World is the worldwide leading au pair agency on the Internet, offering au pairs and host families since 1999 the possibility to find each other in a direct and independent way. Due to the increasing number of registrations especially from Spain, Aupair World has now decided to publish a Spanish version of its website. From the very beginning, the web portal focused on a multilingual service: it started off in English and German. In 2004, French, Italian and Dutch were added to the language options. And as of now, all information and services of Aupair World are also available in the universal language Spanish under the domain www.aupair-world.es. This aroused already considerable interest: within the first 24 hours, Aupair World counted more than 200.000 page impressions.

„We are glad that from now on we can offer our complete service to our numerous Spanish-speaking au pairs and host families in their own language“, Uwe Regenbogen, general manager of a.n.d. and operator of Aupair World, explains. With about 450 million native speakers in more than 22 countries, Spanish is one of the most spoken languages in the world. Right after English, Spanish is also the most learned foreign language. „An au pair placement offers the great possibility to get to know the Spanish language and culture. This is certainly one of the reasons why Spain is so popular as a host country among au pairs“, Regenbogen says. In the first six months of 2012, an estimated 2,000 au pair placements were carried out in the host country Spain via Aupair World.

User competition „Spanish for all”

Aupair World celebrates the new Spanish website by organising a new competition. Users are asked to explain what they associate with Spain and the Spanish language. In order to participate, they need to send their favourite pictures with a short explanation why this was a special moment for them. The selected pictures will be published on www.aupair-world.net. Among all participants ten users will have the chance to win a Premium Membership.

Please consult the following page to find further useful information: www.aupair-world.net/news/spanish_for_all



About Aupair World

Aupair World is the worldwide leading au pair agency on the Internet offering au pairs and host families the possibility to find each other in a direct and independent way. Registered users can instantly find matching profiles in their „EasyFind“. Since its foundation in 1999, more than 1.3 million persons have registered on its site. Aupair World is operated by a.n.d. Internet Services GmbH & Co. KG (a.n.d). The company is based in Kassel, Germany and employs 24 permanent team members. www.aupair-world.net

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