EDUCATIONAL APP PAYS USERS TO LEARN
Serial entrepreneur aims to disrupt industry by introducing cash rewards

Redwood City, CA—July 6, 2016— BeNative announced that it has successfully launched CashEnglish, its rewards-based gaming app. Using puzzle games to help build vocabulary, players will earn points for cash rewards.

After acquiring more than 1 million fans on its Facebook page, CashEnglish quietly launched in beta on both Android and iOS platforms for free last month. Since then, it has already become the #1 downloaded educational game in over ten countries and counting.

A welcome addition to the mobile learning and gaming industries, CashEnglish is the first app that rewards users with real cash for playing educational games. Users of CashEnglish have the chance to win cash prizes awarded weekly as they solve puzzles and climb the leaderboard. Over $1,000 in prizes are awarded each week, with the weekly grand prize winners taking in $500.

BeNative has already established itself as a leader in corporate education in Asia. Its premium service, BeNative Pro, is currently used by major companies including Samsung, LG, and IBM for employees learning English and Chinese. Now with a more gamified approach, CashEnglish is attracting a younger, more international crowd. In addition to English, the app is also available in Chinese, Hindi, Japanese, Korean, Portuguese, and Spanish, with more languages coming soon.

CEO Alan Moonsoo Kim, whose first company Etoos sold for $30 million, has been working in the online education industry since its inception over 15 years ago. He's seen the industry shift from paid services to free ones, but says "Now we're looking to take it one step further, where people will actually get paid to learn. We intend to disrupt the industry so that others have no choice but to follow."

About BeNative
BeNative's corporate service, BeNative Pro, was nominated as one of 2016's top innovative companies by the Edison Awards. More than 2000 companies in China, Japan, South Korea, and Taiwan use BeNative Pro to improve their employees' language skills in both English and Chinese. It is also being used for college credit in Japan and South Korea. Data analytics are used to curate video content from top business leaders. This method of creating lessons has earned BeNative several awards around Asia and the Americas.