



For Immediate Release

The World's Largest International Specialist English Language Education Organization and The World's No.1 Internet Portal Join Forces to Launch Yahoo! Learning Platform

(Hong Kong, 26 May, 2005) -- Wall Street Institute, the largest international specialist English language education organisation in the world, today formally announces the launch of the Yahoo! Learning Platform (learning.yahoo.com.hk) with Yahoo! Hong Kong (www.yahoo.com.hk), Hong Kong's number one website in terms of user numbers and traffic¹. The free-of-charge Yahoo! Learning Channel will provide Internet users in Hong Kong with skills and tools promoting their continuing education and self-development. At the same time, the company announces its cooperation with Yahoo! Hong Kong in launching an English Learning Channel on the Yahoo! Learning Channel. With interesting and fun English language tips, the English Learning Channel is designed to help Internet users understand more aspects of the English language and make English learning part of their daily lives.

Wall Street Institute and Yahoo! Hong Kong also announce the launch of an "English Learning Exchange Programme". The programme will improve the English capabilities of participants by providing an opportunity to effectively learn English with Wall Street Institute and a practical, real-life experience in using the English language.

Wall Street Institute Chairman for Hong Kong and Japan, Peter Forsythe, said: "Wall Street Institute is passionate about our mission to help the people of Hong Kong to improve their English. Our city's proficiency in the use of English is a vital issue which will affect Hong Kong's international competitiveness and ability to continue attracting investment, finance, trade, regional headquarters for multinational businesses and even tourists. The English Learning Channel will help people understand different aspects of the English language in a fun and innovative way, showing how English learning can be incorporated in daily lives."

¹ Source: Nielsen/Netratings, February 2005 reports: Yahoo! Hong Kong is the number one website in terms of user number and traffic, with a reach of over 84% of all active Internet users in Hong Kong (over 2.18 million users).



The Yahoo! Learning Platform allows Internet users throughout Hong Kong to search for a wealth of information, including:

The English Learning Channel – Wall Street Institute will draw on its innovative and fun learning techniques which have been used to teach English to more than one million people to provide interesting and informative English learning tips. Web users will have access to a wide sample of learning materials including “Articles Corner”, helping them to expand their vocabulary, and “Daily Conversation”, set in common situations with the character Bon Bonn demonstrating conversational phrases. Users can also improve their knowledge and use of English by consulting “Common Errors” and “Phrasal Verbs”, or clicking on “Dr. English” to understand common problems associated with learning English. Other than learning English, users can look up new job opportunities by checking the list of hot jobs that require good English language proficiency through this Channel.

The contents of the Channel have all been developed by Wall Street Institute’s qualified native English language teachers and are regularly updated. With these innovative English learning materials available on Yahoo! Hong Kong, Internet users can make English learning part of their daily lives.

Course Finder – this provides complete search capabilities for course information at the colleges of continuing education at five local universities including the Hong Kong University School of Professional and Continuing Education, The Open University of Hong Kong, The Chinese University of Hong Kong School of Continuing Studies, The Hong Kong Polytechnic University College of Professional and Continuing Education, and The City University of Hong Kong School of Continuing and Professional Education. Web users will be able to search conveniently for details of popular courses in continuing education from all these universities.

Continuing Education Intelligence – compiles all the latest intelligence and reports on the job market and continuing education from leading local newspapers including Job Market, Ming Pao, Oriental Daily News and Sing Tao. Web users will always be able to access the best information on self-development and continuing education.

Independent Study Teaching Materials – Many famous academics and experts such as Robert Chow Yung and Tina Liu share their experiences of the best ways to approach self-improvement and performing more effectively.

The Self-Improvement Reference Guide – provides all the latest information on subsidies for continuing education, specialist qualification exams, salary indices, university rankings and guides, and information on scholarships.

The Study Club – provides details and reviews of all the latest and most popular books available.

The Discussion Forum – encourages web users to share their experiences of continuing education through a platform for open exchange, thereby truly maximising the superiority of the Internet as a medium for interactive teaching.

Yahoo! Careers Job Hunting Resource – provides complete search functions to over 4,500 job vacancies in Hong Kong, helping those who continue their education to make the most of their studies and step up in their careers.

The English Learning Channel is being launched by Wall Street Institute as part of its campaign to encourage Hong Kong people to improve their English. Wall Street Institute published in early May the results of a survey² which showed confidence and literacy using the English language in Hong Kong ranks number two overall among seven Asian economies but highlighted that the use of English in mainland China and even Thailand now are similar in a number of areas to Hong Kong². In addition, people in Hong Kong were not as convinced as those in Singapore, the city's primary economic competitor, that English was important for competing in the global marketplace. In terms of the effort made by Hong Kong people to improve their English skills, for example, by reading or interacting with native English speakers, they were merely on a par with mainland China and Thailand. The survey was conducted by Wall Street Institute's Academic Department, which is headed by the Institute's Academic Director, Dr. Tony Lee, and was supervised by a panel of renowned international language and education experts. It is also the first comparative study ever undertaken into confidence and literacy using the English language across Asia. The research results have heightened the determination of Yahoo! Hong Kong and Wall Street Institute to provide this free and easily accessible resource for Hong Kong people who want to make learning English part of their daily lives.

² Source: "Asian Survey on Confidence and Literacy using the English Language" published by Wall Street Institute on May 5, 2005.



Alfred Tsoi, General Manager, Yahoo! Hong Kong said: "It is our honour to have received WSI's generous support in introducing the Yahoo! Learning Platform, and collaborated with it to deliver the interactive English Learning Channel to make English learning a part of our users' daily lives. As the world's largest international specialist English learning organisation, WSI has been achieving impressive results in promoting English education for the betterment of the community. Its success is embodied in its professional staff and services, innovative thinking and teaching, and the provision of an enjoyable learning experience. Collaborating with WSI is therefore truly beneficial to Yahoo! Hong Kong, and has highlighted our commitment to delivering world-class learning information."

"The English Learning Exchange Programme" – Helping You on the Path to Success

Yahoo! Hong Kong and Wall Street Institute have also joined forces to launch Yahoo's **first** "The English Learning Exchange Programme". Five selected participants will win free English courses from Wall Street Institute and have the chance to go to the U.S.A. to visit Yahoo! Headquarters in California. During the two-day visit, the participants will attend a series of events at the Yahoo! Headquarters, giving them a taste of what it is like working in one of the world's largest and most innovative companies. It will be a valuable opportunity for the participants to widen their horizons and use the English language skills that they have developed with studying at Wall Street Institute. The programme is open for registration to Yahoo! Hong Kong users from **1 June 2005 to 30 June 2005**. For detailed information, please go to www.yahoo.com.hk/wsi.

Looking to the future, Wall Street Institute and Yahoo! Hong Kong will continue working together to add even more practical features to the Yahoo! Learning Platform. Both Yahoo! and Wall Street Institute are dedicated to providing members of the public with the most complete and comprehensive continuing education resource, and becoming their life-long learning partner.

At today's Yahoo! Learning Platform opening ceremony, Wall Street Institute has specially invited one of Hong Kong's most renowned Media Specialists Miss Claudia Mo and celebrated artist Miss Karen Mok as guests of honour. They have shared their experience in English learning and how their English proficiency helps them achieve their goals in their lives.

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About Wall Street Institute, Hong Kong

Wall Street Institute, the world's largest international specialist English language education organisation with more than 350 centres in 25 countries, opened its first Hong Kong centre in 2000 and has quickly become a leader in the English language education sector. Today WSI has already helped nearly 30,000 Hong Kong people improve English successfully so that they can achieve goals in business, career and their personal life. WSI's international headquarters is located at Baltimore, Maryland in the United States, and its regional headquarters is located in Barcelona in Spain.

WSI Hong Kong website: www.wsi.edu.hk

WSI International website: www.wallstreetinstitute.com

About Yahoo! Hong Kong

Yahoo! Hong Kong (<http://www.yahoo.com.hk/>) is part of Yahoo! Inc.'s global network. Yahoo! Inc. is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide. Yahoo! provides online products and services essential to consumers' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users around the world. Yahoo! is headquartered in Sunnyvale, Calif.

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