

**For Immediate Release**

**Wall Street Institute Co-Launches “English Learning Exchange Programme”  
with Yahoo! Hong Kong**

**6-Month Free English Learning Programme &  
A Chance to Win An Exchange Visit to Yahoo! US Headquarters**

**(Hong Kong, 1 June, 2005)** -- Wall Street Institute, the largest international specialist English language education organization in the world and Yahoo! Hong Kong, (www.yahoo.com.hk) Hong Kong's number one website in terms of user-numbers and traffic<sup>1</sup>, today co-launch the “English Learning Exchange Programme”. The programme will strengthen participants' English language competency by providing an opportunity to learn English effectively at Wall Street Institute and gain practical, real-life experience using the English language.

**“English Learning Exchange Programme” – Your Path to Success**

Yahoo! Hong Kong and Wall Street Institute have joined forces to launch Yahoo's first “English Learning Exchange Programme”. Five participants will win free English courses (6 months) from Wall Street Institute and have the chance to travel to the USA to visit Yahoo! headquarters in California. During the 4-day visit, the participant with the best performance will attend a series of events at the Yahoo! centre of operations, getting a taste of what it is like in one of the world's largest and most innovative companies. It presents a valuable opportunity for one to widen his/her horizons and utilise the English language skills that he/she has mastered while studying at Wall Street Institute.

<sup>1</sup> 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).

Participants of the “English Learning Exchange Programme” will need to submit an article of no more than 250 Chinese characters or 200 English words on the impact and importance of English on their work and daily lives. Wall Street Institute will invite the authors of the best 10 articles to an interview that will determine the five finalists. Each finalist will receive a free 6-month English language course at Wall Street Institute to improve their all-round English language skills using the world’s most advanced and effective English learning method as fitting preparation for a visit to Yahoo! US headquarters.

The finalist who completes the English language course with the best results will win a 4-day visit to Yahoo! Headquarters in the USA to learn all about the latest internet technology. The winner will also enjoy an exciting tour of San Francisco and sample the city's famous cuisine with the help of Yahoo! Hong Kong.

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](http://www.yahoo.com.hk/wsi).

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### **About Wall Street Institute, Hong Kong**

Wall Street Institute (WSI) is the world’s largest international specialist English language education organisation with 350 centres in 25 countries, helping more than 140,000 people worldwide to improve their English proficiency every year.

WSI 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 more than 30,000 Hong Kong people improve their English proficiency successfully to help them achieve their goals in their careers and personal lives. WSI’s international headquarters is in Baltimore, Maryland in the United States; its regional headquarters is in Barcelona, Spain.

WSI Hong Kong website: [www.wsi.edu.hk](http://www.wsi.edu.hk)

WSI International website: [www.wallstreetinstitute.com](http://www.wallstreetinstitute.com)



### **About Yahoo! Hong Kong**

Yahoo! Hong Kong ([www.yahoo.com.hk](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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