

Wall Street Institute Recognised As Superbrand

17 November 2005, Hong Kong - Wall Street Institute (WSI), Hong Kong's largest specialist international English language institute, has been designated a SUPERBRAND by the world-renowned independent arbiter of branding, Superbrands International.

WSI is the **only** education institution to receive the Hong Kong Superbrands Award for 2005/06. As well as receiving this highly-prized Award, WSI is proud to share the story of its brand success featured prominently in the new edition of the Superbrands Yearbook.

Superbrands International's consumer research partner, Synovate, one of the world's premier market intelligence companies, initially identifies and defines each country's most highly-acclaimed brands and then conducts a Consumer Research Study to shortlist the leading and favourite brands of consumers in various categories. Awards are then conferred by the Superbrands Council comprising industry representatives from the advertising, media and research fields after the completion of a comprehensive qualitative brand assessment.

This Award signifies that WSI has met the strict criteria and requirements established by the Council in terms of market dominance, longevity, customer loyalty, overall market acceptance and goodwill.

Superbrands International was established in London in 1991 and has since been responsible for awarding the internationally-acclaimed SUPERBRAND status to more than 4500 of world's greatest brands in 43 countries. As an independent arbiter of branding worldwide, the organisation pays tribute to each country's strongest brands by telling their story in the Superbrands Yearbook. This exclusive, informative volume provides insight into each brand's market, history, recent developments, achievements, its product, promotions and brand values.

"This recognition by such a respected organisation as Superbrands not only underlines Wall Street Institute's remarkable success in Hong Kong but

recognises the company's achievements in English language education worldwide," said Peter Forsythe, WSI Hong Kong chairman.

Since its establishment in 1972, WSI has grown into the largest specialist English education organisation in the world and currently operates more than 350 centres in 25 countries worldwide. It offers Hong Kong people the most effective English language instruction available using innovation, interactivity and sophisticated technology. Since WSI launched in Hong Kong five years ago, the company has opened 7 centres in key business and commercial areas and has already established itself as the market leader in adult English language education. 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

WSI International website: www.wallstreetinstitute.com

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