

**For Immediate Release**

**World's Top English Language School Joins Forces with TVB to help  
raise English Standards in Hong Kong**

**(Hong Kong, 4 July, 2005)** -- Wall Street Institute (WSI), the world's most successful English-language institute is sponsoring a great new television show entitled ***Wall Street Institute Special: Learning English with Ease***. The show is running each evening at 11.05pm from Monday to Friday from 4 July until 29 July for 20 episodes. The programme will be hosted by the beautiful and talented Kelly Chen, a keen advocate of raising English standards in Hong Kong.

The show has been created to help Hong Kong people improve their English and will focus on English idioms and expressions suitable for use in the workplace. Each show will run for one minute and will feature several Wall Street Institute staff members in acting roles.

Viewers will have an opportunity to participate too. At the end of each episode, there's a Question and Answer game and viewers can enter their answers on the programme review page at [http://promo.tvb.com/wall\\_0506/](http://promo.tvb.com/wall_0506/). If they can answer the question from that particular episode correctly, they will be entered into a prize draw with the chance to win a 6-month English course plus a \$3,000 cash prize courtesy of WSI. Those who miss the programme on TV may visit TVB.com's programme review page to watch every episode.

WSI's Academic Director, Dr. Tony Lee, believes the programme will help inspire Hong Kong people to improve their English, the world's business language, which in turn will help boost Hong Kong's trade and tourism.

"I hope many people will tune in to enjoy this fun series as it will help them develop their understanding of English idioms and, at the same time, give them an opportunity to practise their language skills," he said.

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. Its mission is to provide Hong Kong people with the most effective English language instruction using innovation, interactivity and sophisticated technology. Since WSI launched in Hong Kong five years ago, the Company has opened 7 centres located in key business and commercial areas in the SAR and has already established itself as the territory's 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](http://www.wsi.edu.hk)

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

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