

WALL STREET INSTITUTE IMPROVES THE WAY ITS STUDENTS LEARN ENGLISH

Company introducing enhanced educational tools and materials to all its global centers

Baltimore, MD – January 26, 2009 - Wall Street Institute, the world's premier provider of English language instruction, has updated its educational product offering and is introducing the enhanced features and benefits to its over 160,000 ESL students around the world in a phased product roll-out.

The project involved both modernizing the look and feel and use of language in its online course lessons and educational materials and introducing new features including educational videos and new teacher-led class lesson topics.

The project was a major undertaking by Wall Street Institute, and shows the commitment the company has to offering its students the best and most technologically advanced educational tools available to help them achieve their English language goals.

“Wall Street Institute first introduced its unique method and educational product in 1972,” said Simon Buckland, Wall Street Institute's Director of Curriculum Development. “Enhancements have of course been made over the years as new technology has become available. This latest product enhancement represents a significant advancement. We now offer our students interesting and fun online Flash-based lessons using up-to-date vocabulary and phrases. These lessons offer maximum student involvement through enhanced interactivity and immersive and entertaining situations.”

The online lessons were also enhanced with new supplemental video storylines offering students additional tools to learn English. One storyline follows a Chinese business woman as she travels to New York, and another shows live street interviews of everyday people from all cultural backgrounds visiting Washington, DC.

Updating the online lesson component of Wall Street Institute's educational product included recording 21,900 lines of dialogue, taking 13,700 digital images, hiring 142 models and actors, and recording 393 different character voices that were put together to create the state-of-the-art multi-media curriculum. The project was first initiated in 2007, and has been successfully introduced in pilot stage to Wall Street Institute centers in Argentina, China, Taiwan, and Thailand.

In addition to updating the online component, Wall Street Institute also invested heavily in updating all of its student manuals and lesson plans for its teacher-led classes. Not

only were 48 classroom lessons updated, but the project included the addition of 56 new class lesson topics available to all Wall Street Institute students.

“This project was a very important and necessary investment for Wall Street Institute,” said Tim Daniels, Wall Street Institute’s President and CEO. “Our students are dedicated to learning English to help them achieve career advancement and other important life goals, and we now are able to offer them the best tools available to do that.”

By April of this year, all centers in Asia will be using the updated product. The product will become available to rest of the Wall Street Institute network throughout 2009.

The successful introduction of this project caps a year of many important milestones for Wall Street Institute. In January 2008, the company launched a new website designed to educate visitors about the unique Wall Street Institute method and assist in teacher recruitment. In April 2008, the company launched a new online community called “The Village” where students and alumni can practice their English language skills through language games and exercises and by interacting with other students around the world. The company also launched operations in three new countries, and opened 50 new centers in 2008, including its 400th center.

“Wall Street Institute is dedicated to providing the best English language training to people around the world,” said Daniels. “We will continue to expand our network and develop new tools to help our students achieve their language goals.”

About Wall Street Institute

Wall Street Institute (www.wallstreetinstitute.com) is the premier provider of English instruction for individuals and corporate clients around the world. The Company’s proprietary and innovative blended learning method integrates the best of proven learning approaches to provide the most effective English language instruction available for adults. Students listen, read, write, speak, and practice English with guidance and support from highly trained native English speaking teachers. Wall Street Institute’s curriculum is aligned to the Common European Framework Reference for Languages (CEFR), according to a study undertaken with the support of the University of Cambridge English for Speakers of Other Languages Examination group (CESOL). Utilizing both company-owned and franchised centers, Wall Street Institute has provided instruction to over 2 million students in over 400 centers in 28 countries and territories in Africa, Asia, Europe, Latin America, and the Middle East. Founded in 1972, Wall Street Institute’s international offices are in Baltimore, Maryland in the United States, Barcelona, Spain, and Luxembourg. Wall Street Institute is owned by the private equity firm, The Carlyle Group.

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