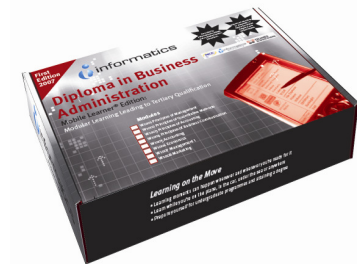


## News Release

**Informatics first education institution in the world to provide tertiary qualifications through its Mobile Learner Programme – the future of learning**

3<sup>rd</sup> July 2007, Singapore – Yes, already worldwide web-based learning systems have proven its value for flexibility, collaborative and experiential effects. Mobile Learning is not only a new concept; it is also an exponent of new mode of learning. It's our way of expressing our brand promise – Learning Redefined.



Just as how technologies had changed the way we live, the lifestyle of busy working executives or in broader term lifelong learners have changed. The need to acquire knowledge and skills in order to stay employable or moving up corporate ladders is ever growing. But lifelong learners are often caught in a predicament of balancing their work, family and other commitments and upgrading themselves. Due to their lifestyle and various commitments, they will not be able to attend regular face-to-face classes or being physical bounded to an Internet connected device for e-learning.

Designed specially for lifelong learners, Informatics is proud to be the first education institution in the world to provide our tertiary qualifications through Mobile Learner Programme. Upon successful completion of the course and assessment, an internationally recognized qualification will be awarded by Informatics Academy and validated by NCC Education, UK.

Learning on the move, that's what it is in a nutshell as we believe education has gradually shifted from the transfer of knowledge to developing skills and understanding it at the spot, just when it is needed. We can expect our Mobile Learner Programme to be able to combine communication, work and leisure time better, so that learning moments can happen whenever we are ready for it. Therefore the question is not whether "will it work" but rather how best it will fit into your blend.

Our Mobile Learner Kit is making use of whichever devices and technologies surrounding the learner, in an attempt to allow them to learn wherever and whoever they are. The kit contains a simple secure digital card which can be read in almost any type of media.

We recognize that on mobile devices, screens are smaller, many have no keyboards and connection speed is slower. In light of this, our mobile learner programme will not be a single thing but rather a collection of tools which learners can get access to if they needed it. Within the digital card contains both text and audio-based learning with lessons slides and audio text files.

Learners are not left alone facing it all by themselves. If they require any assistance, with a simple one-time log-in, they will be able to get access to the integrated learning solution on Purpletrain.com on-demand. Learning solutions like one-to-one chat session with tutor, class session, group chat session, face-to-face class session, E-library and exam registration are available whenever learners needed it.

This is of course made possible with our years of experience in e-learning on PurpleTrain.com which was launched in 1999 as we understood exactly what customers really needed.

Finally, the best way to understand how to fit mobile learning into your blend is to take the plunge and try it out. We welcome those we dare to be different to embrace the future of education through Informatics Mobile Learner Programme.

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#### About Informatics Education Ltd

Informatics Education Ltd, listed on the main board of the Stock Exchange of Singapore, was established in 1983, and is a multinational corporation providing lifelong learning services in information technology and business management. Informatics presently has a global network spanning in Asia, Middle East, Africa, and other region, offering programmes from foundation programme (for international students) to undergraduate and postgraduate degree completions. The Company has won many awards including the Singapore Brand Awards 2002 and 2003, the Singapore Quality Class for Private Education Organisations as well as the People Developer Standards Award. For more information, please visit <http://www.informaticseducation.com>

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