

*December 10, 2015*

## **Tokyo Individualized Educational Institute Announces the Opening of Four New Benesse Writing Classes at Existing Individualized Instruction Schools**

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that it will open four new “Benesse Writing Classes” at existing individualized instruction schools in March 2016. Details are as follows.

These new openings are based on TIEI’s “service portfolio expansion and urban area dominance strategy,” a key measure of Dynamic Challenge 2017, its new medium-term management plan announced on April 8, 2015. By opening Benesse Writing Classes at individualized instruction schools in areas where customer needs are high, TIEI intends to raise marketing efficiency and promote the further penetration of its brand in those areas through its ability to approach students in a wider range of school grades.

### 1. Overview of Benesse Writing Class

The Benesse Writing Class is a program for elementary school children that improves their ability to think logically and to communicate with others by enriching their vocabulary and enhancing their listening skills. A major feature is that it is an activity-based class where students convey their thoughts to others through writing and speech, listen to and understand others’ thoughts, and exchange opinions, among other exercises. What students learn in the program will serve as a foundation that gives them abilities that will help them make their way 10 or 20 years in the future.

### 2. Location of the New Classes

Currently, TIEI operates five Benesse Writing Classes in metropolitan Tokyo, in Kichijoji, Yoga, Tama Plaza, Kunitachi and Toyosu. The company will open new classes at the existing individualized instruction schools of Jiyugaoka School (Meguro-ku, Tokyo), Hiroo School (Minato-ku, Tokyo), Class Benesse Sengawa School (Chofu-shi, Tokyo) and Totsuka School (Yokohama-shi, Kanagawa).

(Joint service with Class Benesse in Sengawa only)

The two classes in Kunitachi and Toyosu, which opened at individualized instruction schools in January 2015, are generating steady results driven by the diverse needs of their areas. TIEI is examining the synergies these classes have generated with the individualized instruction schools, among other factors, and is applying the know-how it has gained to the new classes.

In its school operations, TIEI will increase capacity utilization of its classroom space by using conference rooms, training spaces and other areas in its individualized instruction schools as well as employing time management schemes such as holding classes on Saturdays and Sundays. As for marketing, TIEI will work for brand penetration in the areas where the new classes will be located while making efficient use of advertising budgets and other resources. The new classes will also stimulate wide-ranging demand for existing

individualized instruction schools and vice versa, and points of contact with customers will also increase.

TIEI's ongoing policy for the future will be to proactively open schools like these with multiple services.

### 3. Details of the New Classes

#### **Benesse Writing Class Jiyugaoka School**

- 1) Date of opening: March 2016 (trial classes to begin January 2016)
- 2) Address: Jiyugaoka Mikio Building 3F, 1-25-8 Jiyugaoka, Meguro-ku, Tokyo 152-0035  
(In Tokyo Individualized Educational Institute Jiyugaoka School)

#### **Benesse Writing Class Hiroo School**

- 1) Date of opening: March 2016 (trial classes to begin January 2016)
- 2) Address: ORE Hiroo Building 5F, 5-10-26 Minamiazabu, Minato-ku, Tokyo 106-0047  
(In Tokyo Individualized Educational Institute Hiroo School)

#### **Benesse Writing Class, Class Benesse Sengawa School**

- 1) Date of opening: March 2016 (trial classes to begin January 2016)
- 2) Address: Mon Village Sengawa 2F, 3-9-15 Sengawa-cho, Chofu-shi, Tokyo 182-0002  
(In Class Benesse Sengawa School)

#### **Benesse Writing Class Totsuka School**

- 1) Date of opening: March 2016 (trial classes to begin January 2016)
- 2) Address: Lapis Totsuka 3 6F, 13 Totsuka-cho, Totsuka-ku, Yokohama-shi, Kanagawa 244-0003  
(In Tokyo Individualized Educational Institute Totsuka School)