

July 22, 2016

**Tokyo Individualized Educational Institute Announces That
It Will Begin Offering a Special “Eiken Preparation Course” in the Fall
in Cooperation with Berlitz Japan**

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that from August 2016 it will begin offering a service to prepare for the Test in Practical English Proficiency (Eiken¹) as a special course in cooperation with Berlitz Japan, Inc. (Berlitz) at 12 individualized instruction schools operated by TIEI.

1. Background of Development of the Eiken Preparation Course

To develop human resources who can actively participate in a global society, the reforms of Japan’s education system scheduled for fiscal 2020 (university entrance exam reform) require ability in the so-called “four skills” of English – reading, listening, writing and speaking – and particularly the abilities to express oneself and to converse.² English qualification and entrance exams involving the “four English skills” are already in use at some universities, and are scheduled for introduction at many elite private universities. Moreover, because Eiken is the test used most in areas such as preferential treatment on entrance exams and ratings in teachers’ confidential reports on high school applicants, needs for taking Eiken have risen greatly.

To respond to these changes in the entrance exam environment, TIEI is making the most of its advantage as a member of the Benesse Group to use Group assets and strengthen cooperation.

Since summer 2015, TIEI and Berlitz have been using Berlitz’s native-language-speaking teachers to conduct speaking and listening lessons for TIEI students on a trial basis at three of TIEI’s individualized education schools during the school summer vacation and other extended breaks.

The program, given by native-language-speaking teachers based on the Berlitz Method®, is a valuable opportunity for students to experience the atmosphere and pace of this method, and satisfaction has been very high. Based on these results, TIEI will begin offering the special course to further expand the scope of this program and promote its evolution into a format that meets current test-taking needs.

By combining the know-how in individualized instruction that TIEI has accumulated over many years with the Berlitz Method so that children can become human resources who can actively participate in a global society 10 or 20 years in the future, TIEI will further display its strengths and continue to provide support to help children achieve their dreams and goals.

1. The Test in Practical English Proficiency, which is backed by Japan’s Ministry of Education, Culture, Sports, Science and Technology. In fiscal 2015, approximately 3.2 million people ranging from elementary school students to adults applied to take the test, which measures the four skills, including speaking.
2. See “On Integrated Reforms in High School and University Education and University Entrance Examination Aimed at Realizing a High School and University Articulation System Appropriate for a New Era (Report),” announced by the Central Council for Education on December 22, 2014.

2. Overview of Eiken Preparation Course

(1) Target Students

Students enrolled in TIEI aiming to pass the “Grade Pre-2” or “Grade 2” test
(Capacity of four students per class at each level)

(2) Course Time and Dates

Held every Saturday evening from August 27, 2016 to November 5, 2016
80 minutes per lesson, total of 10 lessons
(Note: Lesson will not be held on October 8.)

(3) Schools Offering the Course

The following Tokyo Individualized Education Institute schools: Ikebukuro Nishiguchi, Kichijoji Honcho, Tachikawa, Chofu Kitaguchi, Machida, Minamiosawa, Jiyugaoka, Meguro, Shinyurigaoka, Kawasaki, Yokohama Nishiguchi, Kamiooka

(4) Lesson Agenda (80 minutes)

i) Lesson given by TIEI teacher on preparation for first stage of the test (30 minutes)

An original program that aims to improve scoring ability

ii) Lesson given by English-speaking Berlitz teacher on preparation for second stage of the test (40 minutes)

A program using an all-English lesson to acquire the ability to answer questions in English

iii) Review by TIEI teacher (10 minutes)

Ensure skill acquisition through review of the lesson, review tests, etc.

(5) Learning Progress Management

Measures for reducing anxiety in lessons and making it easier to study at home include providing a “Preparation Sheet” for each lesson. In addition, mini-tests are held in each lesson so that students get a sense of the growth in their vocabulary and English expressions necessary for Eiken.

(6) Price

One course (10 lessons): ¥48,000 excluding tax (¥51,840 including tax)

3. Future Development

After confirming the results of this course, TIEI will consider further enhancing its product capabilities, expanding locations and other matters.

TIEI aims to be closely involved in children’s growth and to provide enhanced services in formats that support the achievement of their dreams and goals.

The impact of this service on operating results for the current fiscal year will be immaterial. By expanding new services like this one to meet a broader range of needs, TIEI aims to grow sustainably and to expand its medium-to-long-term operating results.

Reference: Berlitz Japan, Inc.

Established: December 18, 1980 (Started in 1966 as the Japan Branch of Berlitz Corporation)

Address: 16th floor, Shin-Aoyama Building East, 1-1-1 Minami-Aoyama, Minato-ku, Tokyo

Representative: Shigeki Matsuo, President and CEO

Berlitz was founded in the United States in 1878, and has provided foreign language training to more than 20,000 companies worldwide, including more than 4,300 companies in Japan, in addition to individuals. Based on a network of approximately 500 language centers in more than 70 countries and regions worldwide, the company provides services including instruction and overseas study in more than 10 languages as well as global leadership development. Berlitz Japan, Inc. operates approximately 70 language centers in Japan.