

January 6, 2016

**Tokyo Individualized Educational Institute Wins First Place in the
2015 IID Awards for “High School/University Entrance Exam Preparation,
Individualized Instruction” for the Fourth Consecutive Year**



Tokyo Individualized Educational Institute, Inc. (TIEI) has won first place for the fourth consecutive year in the 2015 IID Awards for “High School/University Entrance Exam Preparation, Individualized Instruction,” a survey of customer satisfaction with exam preparation schools conducted by ReseMom, an educational information website operated by IID, Inc.

In addition to overall first place, TIEI also received first-place rankings in six other categories including teacher quality.

Categories in Which TIEI Won First Place

“Good teachers,” “Good materials,” “Good support,” “Improvement in grades,” “Comprehensive information on tests/school entrance,” “Liked by students”

To increase its corporate social value through sustained growth, TIEI is devoting its full effort to promoting “Enhance Educational Capabilities Centered on Teacher Quality,” “Service Portfolio Expansion and Urban Area Dominance Strategy” and “Increase Added Value through Collaboration with Benesse,” the three growth strategies of Dynamic Challenge 2017, its medium-term management plan.

“Enhance Educational Capabilities Centered on Teacher Quality” is the foremost of these elements and forms the basis of the services TIEI provides. Its recognition through this award for first place for the fourth consecutive year is a great honor. In recent years, the number of students at TIEI who are in high school or graduates has been increasing, accounting for about half of the total number of students enrolled. Regarding this trend as further proof of the many expectations placed on its businesses amid the rapid changes in the educational environment, including reform of university entrance exams, TIEI will work for even greater customer satisfaction by carefully meeting individual hopes and needs.

Survey Outline

Survey target group: Parents of elementary, junior high and high school students or graduates (students preparing for university entrance examinations) who are attending an exam preparation school

Survey format: Internet-based

Survey period: November 16, 2015 to November 30, 2015

Number of valid responses: 4,309

IID, Inc. <http://www.iid.co.jp/english/company/>

2015 IID Awards for High School/University Entrance Exam Preparation, Individualized Instruction

<http://www.iid.co.jp/news/award/2015/cramschool.html> (Japanese only)