

October 15, 2014

**Tokyo Individualized Educational Institute Announces
the Opening of two new “Benesse Writing Class”**

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that the Company will open two new schools - “Benesse Writing Class Kunitachi School” and “Benesse Writing Class Toyosu School”- on January, 2015 as follows.

TIEI operates “Benesse Corporation’s “Benesse Writing Class” (hereinafter “ Writing class”) and “Benesse Science Class,” (hereinafter “Science Class”) having taken over these operations from Benesse Corporation in April 2014. TIEI now operates three Writing Classes (Kichijoji, Yoga and Tamaplaza). New openings will raise the number to five. (Currently there are four Science Classes also in Operation (Kichijoji, Yoga, Tamaplaza and Kamiooka)

1. Reason for opening of new schools

“Writing Classes” aim at providing elementary school students with the know-how for improving their self expression ability through writing and are characterized by originality. At present there are only three schools in operation. However, sharing of conference rooms and study spaces in TIEI’s facilities will open up more classroom locations and class scheduling options, thus making it possible to open more new schools. This approach will also help us to tap into demand other than that for individualized education. It will also help us to strengthen relationship with the families of elementary school students.

The new “Writing Classes” will be within the premises of TIEI’s Kunitachi and Toyosu schools.

The parallel establishment aims at efficiently raising the visibility of the new classrooms and achieving the targeted enrollment level at Writing Classes. This will also be a model case to evaluate synergy between Writing Classes and individualized education schools. The know-how thus obtained will be used for further expansion of our school network.

2. New Classes

【Benesse Writing Class Kunitachi School 】

- 1) Date of opening : January 2015
(TIEI will conduct a trial class from November 2014)
- 2) Address : 6F COI Kunitachi Bldg., 1-4-13 Higashi, Kunitachi-shi, Tokyo, 186-0002
- 3) Class hours: Tuesday · Wednesday
16:30 ~ 18:00 18:30 ~ 20:00

【Benesse Writing Class Toyosu School】

- 1) Date of opening : January 2015
(TIEI will conduct a trial class from November 2014)
- 2) Address : 8F T.B Toyosu Bldg, 4-1-23 Toyosu, Koto-ku, Tokyo, 135-0061
- 3) Class hours: Sunday
9:30 ~ 11:00 12:30 ~ 14:00
14:30 ~ 16:00 16:30 ~ 18:00

〈Reference〉

1. “Benesse Writing Class” details

Writing Classes aim at helping students to “**master logical thinking and self-expression**” mainly through writing. The goal is to acquire and improve three skills thus building a base for self-expression in the future.

〈Three Skills〉

- (1) Logical thinking: **Ability of thinking logically and critically**
- (2) Expression in a manner that carries the thought: **Power of expression**
- (3) Comprehend what the other person is saying and clearly perceive the variety of his thoughts and expressions: **Communication skill**

2. School years

2nd ~ 5th year elementary school students

*School years for “Kunitachi School” and “Toyosu School” in January 2015

Current 2nd year elementary school students

(3rd year elementary school class from April 2015)

Current 3rd year elementary school students

(4th year elementary school class from April 2015)

Current 4th year elementary school students

(5th year elementary school class from April 2015)

Current 5th year elementary school students

(6th year elementary school class from April 2015)