

November 14, 2014

**Tokyo Individualized Institute Won First Place in the Fiscal 2015
Oricon Customer Satisfaction Ranking, “High School Entrance Exam Preparation
Individualized Instruction Category (Tokyo area)” for Two Consecutive Years**

Tokyo Individualized Educational Institute, Inc. (“TIEI”) won first place for 2 consecutive years in “Oricon Customer satisfaction ranking 2015 high school entrance exam preparation individualized instruction category (Tokyo area) overall category” , conducted by oricon Inc. and announced on November 4, 2014.

Moreover, for each section in addition to the overall category, TIEI won first place in all 9 sections this year.

TIEI has been offering the services by focusing on high quality and added value. TIEI will be aiming for further improvement in quality and strive to enhance the customer satisfaction from various angles including services with meeting the various demands such as “Benesse Science Class”, “Benesse Writing Class”, “TIEI Internet Class”, and the new school using new learning system.

Section that TIEI Won First Place

All sections in “High school entrance exam preparation Individualized instruction category (Tokyo area)”

(“Overall” “Improvement in grades/Results” “Appropriate tuition” “ Teachers’ quality” “Quality of curriculums” “Usability of study room” “Classroom facilities/Atmosphere” “Accessibility/Safety” “Staffs” “Information”)

Survey Outline

High School Entrance Exam Preparation Customer Satisfaction Ranking

(Survey Period) September 3, 2014 through September 23, 2014

(Number of answers) 7,983 samples

(Gender) Not specified

(Age) Women: 30years and over Men: 32years and over

(Region) Tokyo area (Tokyo, Kanagawa, Chiba, Saitama)

Tokai area (Aichi, Mie, Gifu, Shizuoka)

(Target)

Parent of current junior high school or high school student who has been attending (has ever attended) school for high school exam preparation which is preparatory school or individualized instruction school for high school exam preparation for at least a year.

*Target for the survey of Preparatory schools providing group guidance category (Tokyo area, Tokai area) and Individualized instruction school category (Tokyo area)

Oricon Customer Satisfaction Ranking

<http://life.oricon.co.jp/>

2015 High School Entrance Exam Preparation, Individualized Instruction with High Customer Satisfaction Best 7 in the Tokyo area

<http://juken.oricon.co.jp/rank-highschool-individual/>