

A WORLD OF CHOICE



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FOR IMMEDIATE RELEASE

(September 1, 2010, White Plains, NY) School Choice International is very pleased to announce the appointment of Jessica Ji, as its China Consultant and Chief Representative for Greater China. School Choice has seen a large increase in demand for its education consulting services in China, especially among Chinese families looking to come to the United States for secondary private and boarding schools. Jessica's hire will provide these families, as well as School Choice, with the presence and expertise needed in China for fulfillment of these services.

"I'm very pleased to have the opportunity to work with School Choice International, and provide Chinese families with educational services that are about selecting school based on the 'goodness of fit' for students looking to apply and attend the finest secondary schools in the United States, not merely prearranged business partnerships between agents and schools" said Jessica Ji. "Jessica's reputation and knowledge will be of tremendous value in growing School Choice in the China market and beyond" said Liz Perelstein, President of School Choice International.

Previously, Jessica was an analyst at the Blackstone Group in New York where she was involved in business development and capital-raising for Blackstone's private investment funds. More recently, Jessica provided consulting services with international students who wanted to attend top tier colleges in the United States. Jessica holds a BA from Harvard University in East Asian Studies.

ABOUT SCHOOL CHOICE

School Choice International delivers peace of mind to global corporations and the families they move. Our team of 90 experienced consultants on the ground in 50 locations worldwide assisting families internationally or domestically to choose the right schools for their children. We are recognized as the industry expert, bringing new initiatives to the educational arena. In addition to school placement services, we conduct research projects and policy analysis for corporations or governments seeking to make strategic decisions before embarking on international or domestic moves.

Offerings range from high touch to low touch programs, from customized services to the only web based educational resource for relocating families, Global Education Explorer. School Choice International recommends local and international schools, both public and independent, and works with children from nursery through high school ages. Nine of the worldwide consultants are special education professionals and we align ourselves with strategic partners to deliver higher education assistance.

Established in 1998, School Choice International is a WBENC-Certified Women's Business Enterprise. For more information on School Choice International or Global Education Explorer, please see www.schoolchoiceintl.com or www.globaleducationexplorer.com .

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