

A WORLD OF CHOICE



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FOR IMMEDIATE RELEASE

SCHOOL CHOICE INTERNATIONAL LAUNCHES GOLDEN PATHWAYS PROGRAM IN CHINA

*China-based Initiative will Counsel Families
Seeking to Send Children to American Boarding Schools*

WHITE PLAINS, NY – October 13, 2010 — School Choice International (www.schoolchoiceintl.com), a worldwide educational consulting service specializing in placement in private, public and international schools, is pleased to announce its new Golden Pathways program, assisting families in China who are looking to send their children to the United States for education.

School Choice International Golden Pathways Program will be led by its Chief Representative in China, Jessica Ji. Ms. Ji previously served as 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. She holds a B.A. in East Asian Studies from Harvard University.

“We are excited to bring our expertise in school placement to China, where a growing number of families are pursuing American education for their children,” said Elizabeth Perelstein, Founder and President of School Choice International. “For a decade we have helped expat American families find the best education for their children worldwide. With Golden Pathways, we can help families in China find the best schools for their children in America.”

School Choice currently has consultants in 50 locations globally who primarily work with American families that relocate abroad. Golden Pathways is the first program expansion in which School Choice will counsel international families who want to educate their children in America. The program will counsel families and individuals pursuing admission to educational institutions in America in grades 8 through 12, college undergraduate and postgraduate programs. Like School Choice International, the Golden

Pathways program is based on the concept that every child deserves to be placed in a school that's best for them- wherever they are in the world.

Company founder, Ms. Perelstein, a seasoned educator, developed School Choice International in 1998 while an expatriate in London to help families that were relocating or repatriating internationally or domestically choose the right schools for their children.

School Choice has been a leader in bringing needed initiatives into the market including co-founding the British International School, developing Global Education Explorer, the only Web-based resource for families to understand and compare education across the globe.

About School Choice International

School Choice International, headquartered in White Plains, N.Y., is the leading global educational consulting service specializing in school placement services in private, public and international schools, from nursery through college. With more than 100 experienced consultants in 50 locations globally, School Choice International works with families, school and employers, including Fortune 100 and Fortune 500 companies, to help find the right schools for children. An industry leader in bringing needed initiatives into the education arena, School Choice International founded the British International School and Global Education Explorer, the only Web-based resource for families to compare education across the globe. School Choice International also conducts research projects and policy analysis for corporations, schools and governments seeking strategic policy decisions or implementations. Visit them at: www.schoolchoiceintl.com, www.schoolchoiceny.com, or www.globaleducationexplorer.com.

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