

Ambow Teams Up With Microsoft to Establish Service Outsourcing Career Enhancement Base in Dandong

BEIJING, March 11, 2011 /PRNewswire-Asia/ -- Ambow Education Group (NYSE: AMBO) has received initial approval for its plan to set up a service outsourcing career enhancement base together with Microsoft in Dandong, a city in the north-eastern province of Liaoning.

Targeted to begin operation later this year, the base will leverage the facilities of the reputable Eastern Liaoning University in its early stage of development. It is planning to train a total of 10,000 Microsoft-accredited service outsourcing personnel in the first four years.

The base will be a platform for an integrated solution to Dandong's growing demand for software outsourcing personnel, offering a comprehensive training program adapted from the well-established Microsoft academy's curriculum, teaching materials, education training modules, and accreditations. In addition, there will be services such as job placement for students, recruitment for companies, and further career advancement opportunities for individuals.

"Dandong, a sister city of the provincial capital of Dalian, is striving for an upgrade and transformation of its service industry," said party secretary of Dandong City, Mr Dai Yulin. "The integrated solution offered by Ambow and Microsoft is well timed to address our serious shortage of talent, and will be a crucial component of our endeavour to take the capability of Dandong to a new level, especially for our software outsourcing industry."

"Dandong highly values this cooperation with Ambow and Microsoft, and will provide all the necessary support to push forward this project," stressed Mr Dai.

The Dandong venture is the latest collaboration between Ambow and Microsoft. Last October, Ambow was designated as the sole partner of its MASP (Microsoft Academy Service Partner) in China, just the 25th member of the partnership globally.

In addition, a plan has been undertaken to set up an Ambow (Dalian) Microsoft Cloud Computing Service Center, and to introduce Microsoft's cloud computing technologies in the training program, as well as in the daily operation of the Dalian Career Enhancement Center.

The service outsourcing base in Dandong also highlights Ambow's strong track record of commitment to the career enhancement services market, further strengthening Ambow's presence in the country as China's largest career enhancement service provider.

According to a research report by IDC, the IT career enhancement market was over RMB 1.73 billion in 2009, and Ambow ranked number one in the market with a market share of over 15%.

Other recent milestones include the launch of Ambow's Career Competence Enhancement Program (CCEP) in colleges and universities in each province and city nationwide. Working with the Ministry of Education on the program, CCEP is a college credit course and an advanced career enhancement curriculum focusing on soft skills training, including modules on such vital career skills as innovation, time management, effective communication, and workplace etiquette.

About Ambow Education Holding Ltd.

Ambow Education Holding Ltd. (NYSE: AMBO) is a leading national provider of educational and career enhancement services in China, offering high-quality, individualized services and products. Ambow has two business divisions: "Better Schools," which includes K-12 schools and tutoring centers; and "Better Jobs," which includes colleges and career enhancement centers. With its extensive network of regional service hubs complemented by a dynamic proprietary learning platform and distributors, Ambow provides its services and products to students in 30 out of the 31 provinces and autonomous regions within China.

Forward Looking Statements

Some of the statements in this press release, including statements regarding the anticipated timing for the service outsourcing base in Dandong to begin operations, the number of personnel planned to be trained at the Dandong base, and the services to be provided at the Dandong base, are forward-looking statements within the meaning of the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. Investors are cautioned that actual events and results could differ materially from these statements as a result of a

variety of factors, including any changes in government policies, laws and regulations, the risk of not obtaining final approval for the Dandong base in a timely manner or at all, competition and economic conditions.

Investors also should consider the information contained in Ambow's filings with the U.S. Securities and Exchange Commission from time to time. Other unknown or unpredictable factors also could cause actual events and results to differ materially. In light of these risks, uncertainties and factors, you are cautioned not to place undue reliance on forward-looking statements. Ambow disclaims any obligation to update information contained in forward-looking statements, whether as a result of new information, future events or otherwise.

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