

## **CCEP Sets Further Milestone in Endeavour to Enhance Employability of University & College Graduates**

BEIJING, March 31, 2011 /PRNewswire-Asia/ -- Ambow Education Group (NYSE: AMBO) has received a boost to its Career Competence Enhancement Program (CCEP) as demonstrated by the strong interest shown by 10 participating provinces that attended a recent conference focused on assisting university and college students in securing jobs after graduation, hosted by the Ministry of Education (MOE).

The conference was initiated by the China Higher Education Student Information and Career Center (CHESICC), a division of the MOE designated to promote job placements for university and college graduates, in its latest effort to ensure that the skill sets of fresh graduates are well-matched with the requirements of potential employers.

This conference followed closely a guidance issued by the MOE to all job placement offices at universities and colleges throughout the country late last year, highlighting the effectiveness of the CCEP's ability to increase the competence of students in finding a desirable job.

The CCEP program has been jointly developed by Ambow and the MOE as a college credit course and an advanced career enhancement curriculum focusing on soft skills training, including modules on self-improvement, interpersonal relationship and vital career skills such as time management, effective communication, team building and workplace etiquette.

The 10 provinces and cities attending the conference were Beijing, Chongqing, Shandong, Hebei, Henan, Liaoning, Heilongjiang, Jilin, Guangdong and Jiangxi. They cover over 800 universities and colleges and approximately 10 million students.

As a follow up to the conference, Ambow has started a "train-the-trainer" program in 50 universities and colleges in Jilin, effectively launching the program in the province.

The CHESICC is also expected to launch the first teacher encouragement scheme under the auspice of Ambow, with the aim to recognize exceptional achievements accomplished by teachers of career enhancement curriculum, in late April. The scheme will focus on featuring the best practice of incorporating the CCEP into school curriculum and maximizing its effectiveness through the creative use of the teaching materials in both online and offline formats.

According to the MOE, around one third of fresh graduates encounter difficulties in securing a job in their first year following graduation. The main reason behind this issue is the mismatch between the skills taught in a classroom and those required in a work environment.

The number of university and college graduates competing for jobs in China will be over 6.5 million this year.

Ambow is also offering a wide range of career enhancement programs for students to help increase their competence in the job market. These further programs are backed up by the various centers set up by the Company in the Pearl River Delta, Yangtze River Delta, middle and western China and Bohai region.

### **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 to-be-launched teacher encouragement scheme, 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, 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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