

FOR IMMEDIATE RELEASE

Kumon Honored by Education Industry Association
First International Education Company to Receive “Friend of Industry” Award

Washington D.C. (February 25, 2010) –Kumon, the world’s largest after-school education company, receives the Education Industry Association “Friend of the Education Industry” award in honor of its late founder, Toru Kumon, for his innovation and entrepreneurship at a ceremony on February 25, 2010 at noon at the Liaison Hotel located at 415 New Jersey Avenue Northwest, Washington, DC 20001.

“Our late founder, Toru Kumon, devoted his life to helping children reach their full potential and pursue their dreams through education,” said Hideki Kusuzawa, president of Kumon North America. “We continue his legacy by discovering the potential of each child and developing his or her ability to the maximum, in doing so, we aim to foster sound, capable people and thus contribute to the global community.”

Michael Sandler, founder of the Education Industry Association’s “Education Industry Day” conference, will present Kumon with the “Friend of the Education Industry Award” in recognition of Toru Kumon’s legacy and impact on the education of children worldwide.

“I have followed and admired the work of Toru Kumon from the beginning of my career in the education industry and feel it is a most fitting and significant honor for me to present the award to honor the legacy of a most distinguished education entrepreneur,” said Sandler, who is also chairman of the Education Industry Group and author of the recently released *Social Entrepreneurship in Education: Private Ventures for the Public Good*. “This is our first time we are presenting this award to a global company.”

In the United States, Kumon is working with more than 202,000 children at 1,330 after-school centers. Since arriving in New York in 1974, more than two million American children have experienced the Kumon Method of Learning. Kumon continues to form new partnerships with the education community in order to improve academic achievement for students.

Award Details:

- Date: February 25, 2010.
- Best Photo Opportunity: 12:00 p.m. Award Presented
- Day-of-Event Contact: Caitlin McHugh, 201-928-0444 x456
- Liaison Hotel: 415 New Jersey Avenue Northwest, Washington, DC 20001 (between D St NW and E St NW)

The “Friend of the Education Industry” award is the only award being presented at the Education Association Industry’s 10th annual conference

· Min Woo, regional leader of Kumon's Washington D.C. branch and Lorraine Robinson, owner and director of the Kumon Math and Reading Center of Elden Street in Herndon, Virginia will accept the award on behalf of Kumon.

About EIA

The Education Industry Association works to expand educational opportunities and improve student achievement for learners of all ages by infusing American education with market-based drivers of service, innovation, and results. Founded in 1990, EIA is the leading professional association for private providers of education services, suppliers, and other private organizations in all sectors of education. EIA currently has more than 800 individual and corporate members. <http://www.educationindustry.org/>

EIA provides the framework for entrepreneurs and corporate executives to work together to promote public understanding of the education industry and develop public-private partnerships to advance better teaching and learning. The association also works to advance state and federal education policies – such as No Child Left Behind – to the benefit of EIA members, children, educators and parents. EIA members include tutoring companies, education management organization, charter schools, educators, publishers, school suppliers, financial institutions, investors, and colleges and universities.

About Kumon Math and Reading Centers

Kumon [Koo-mon] is an after-school math and reading program that unlocks the potential of children by motivating them to achieve more on their own. Founded in Japan in 1958, the learning method uses a systematic individualized approach that helps children develop a solid command of math and reading skills. Through daily practice and mastery of materials, students increase confidence, improve concentration and develop better study skills. Kumon has 26,000 centers in 46 countries and more than four million students studying worldwide. Kumon North America is headquartered in Teaneck, New Jersey. www.kumon.com