



TCTM Group InvestorRoom

Tarena International, Inc. Establishes Accounting Academy to Offer New Course in Accounting

BEIJING, Sept. 26, 2014 /PRNewswire/ -- Tarena International, Inc. (NASDAQ: TEDU) ("Tarena" or the "Company"), a leading provider of professional education services in China, today announced that it has established the Tarena Accounting Academy to offer a new course in accounting. The accounting course will be a four-month program consisting of one month of theoretical teaching and three months of practical training and will be mainly targeted towards college students and graduates seeking a profession in accounting. The inaugural class will commence on October 30, 2014 in Beijing.

"We are very excited to establish the Tarena Accounting Academy and to begin offering the new course in accounting. This sets another important milestone for Tarena as we continue to expand our course offerings and overall footprint in other professional verticals. Accounting will become the third non-IT course that we offer in addition to digital art and online sales and marketing, which were both launched last year and have experienced tremendous growth," said Shaoyun Han, founder, CEO and chairman of Tarena. "China continues to see a massive talent shortage in professional fields, and the accounting field is no exception. We believe existing accounting training programs in the industry are mostly geared towards certification test preparation and basic accounting knowledge, while Tarena's accounting course will focus more on job-oriented practical training. We expect that through the four-month intensive program at Tarena, our graduates will be able to master the skills necessary to become competitive in the job market and will have the foundation to launch successful careers in accounting."

About Tarena International, Inc.

Tarena International, Inc. (Nasdaq: TEDU) is a leading provider of professional education services in China. The Company is the largest provider of IT professional education services in China with a market share of 8.3% as measured by revenues in 2013 according to IDC, a third-party research firm. Through its innovative education platform combining live distance instruction, classroom-based tutoring and online learning modules, Tarena offers courses in nine IT subjects and two non-IT subjects. Its courses provide students with practical education to prepare them for jobs in industries with significant growth potential and strong hiring demand. Since its inception in 2002, Tarena has trained over 155,000 students, cooperated with more than 500 universities and colleges and placed students with approximately 45,000 corporate employers in a variety of industries. For further information, please visit <http://ir.tarena.com.cn>.

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