



Tarena Group InvestorRoom

Tarena International, Inc. Launches Computer Programming and Digital Art Courses for Primary to High School Students

BEIJING, Nov. 12, 2015 /PRNewswire/ -- Tarena International, Inc. (NASDAQ: TEDU) ("Tarena" or the "Company"), a leading provider of professional education services in China, today announced that it has launched new training courses in computer programming under the brand Tongcheng (www.IT61.cn) and in digital art under the brand Tongmei (www.art61.cn). Both courses target and are customized for primary to high school students aged between 8 and 18.

Based on Tarena's 13 years of experience in IT training and after more than a year of research and development, Tongcheng computer programming courses are developed for China's youth to learn software programming skills. The courses encompass subjects in Java, JavaScript, HTML5, mobile APP, 3D and Wechat. Tongmei digital art courses are specifically designed for students to learn computer art and computer creative skills, and cover four major subjects in graphic design, animation design, web design and creative design.

Tongcheng and Tongmei courses each has four levels from level 1 to level 4, with each level consisting of 120 course hours. Students begin from level 1 and attend a 3-hour class per week. Depending on the age group, it generally takes about one year or less to complete each level.

Starting in November 2015, Tarena will gradually launch its Tongcheng and Tongmei courses across 22 existing learning centers located in 10 major cities of China, including Beijing, Shanghai, Guangzhou, Shenzhen, Nanjing, Hangzhou, Chengdu, Wuhan, Jinan and Changsha.

"According to Code.org, an influential non-profit organization dedicated to promoting computer science education, every student in every school should have the opportunity to learn computer science. Today tens of millions in 167 countries have participated in the Hour of Code initiative by Code.org, including U.S. President Obama who famously urged young people: 'don't just play on your phone, program it!' I believe such enthusiasm in studying computer science will also spread to China and influence millions of young people here," said Shaoyun Han, founder, CEO and chairman of Tarena. "We are proud to launch Tongcheng and Tongmei courses for young students and believe they will bring additional growth opportunities for our company as we continue to expand our course offerings and target customer base. As the two new course offerings will leverage our existing facilities and resources, we believe that they will further improve our center utilization and profitability."

About Tarena International, Inc.

Tarena International, Inc. (NASDAQ: TEDU) is a leading provider of professional education services in China. Through its innovative education platform combining live distance instruction, classroom-based tutoring and online learning modules, Tarena offers courses in eleven IT subjects and three 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 250,000 students, cooperated with more than 550 universities and colleges and placed students with approximately 59,000 corporate employers in a variety of industries. For further information, please visit <http://ir.tedu.cn>.

Safe Harbor Statement

This press release contains forward-looking statements made under the "safe harbor" provisions of Section 21E of the Securities Exchange Act of 1934, as amended, and the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Tarena may also make written or oral forward-looking statements in its reports filed with or furnished to the U.S.

Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Any statements that are not historical facts and statements about Tarena's beliefs and expectations, are forward-looking statements. Many factors, risks and uncertainties could cause actual results to differ materially from those in the forward-looking statements. Such factors and risks include, but not limited to the following: Tarena's goals and strategies; its future business development, financial condition and results of operations; its ability to continue to attract students to enroll in its courses; its ability to continue to recruit, train and retain qualified instructors and teaching assistants; its ability to continually tailor its curriculum to market demand and enhance its courses to adequately and promptly respond to developments in the professional job market; its ability to maintain or enhance its brand recognition, its ability to maintain high job placement rate for its students, and its ability to maintain cooperative relationships with financing service providers for student loans. Further information regarding these and other risks, uncertainties or factors is included in Tarena's filings with the U.S. Securities and Exchange Commission. All information provided in this press release is current as of the date of the press release, and Tarena does not undertake any obligation to update such information, except as required under applicable law.

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