



TCTM Group InvestorRoom

Tarena International, Inc. Signs Cooperation Agreements with Six Universities and Colleges to Offer Joint Major Programs

BEIJING, June 13, 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 signed cooperation agreements with six universities and colleges in Jiangsu Province, namely Yangzhou University, Jiangsu Normal University, Huaihai Institute of Technology, Huaiyin Institute of Technology, Taihu University of Wuxi, and Xuhai College, China University of Mining and Technology to offer joint major programs in software engineering and computer science.

Pursuant to the cooperation agreements, these six universities and colleges will offer their students options to enroll in joint major programs with Tarena and include Tarena's selected courses in their standard undergraduate curriculum. In return, Tarena will receive the portion of students' tuition that are attributable to Tarena courses. Each of these six schools and Tarena will also jointly establish an internship and training center to increase their students' competitiveness in the job market and improve post-graduation placement results.

"We are very pleased to partner with these six schools in Jiangsu province to provide their students with the practical training necessary to succeed in the increasingly competitive job markets in China," said Shaoyun Han, Founder, CEO and Chairman of Tarena. "Today's announcement is a strong endorsement of our credibility and reputation in the industry and our recent momentum since becoming a public company to forge more in-depth cooperation with universities and colleges in China. Consistent with Chinese government and Ministry of Education's policies to encourage higher education institutions in China to incorporate practical training courses into their curricula, we expect more and more universities and colleges to explore and establish close cooperation relationships with service providers such as Tarena. As a leader in China's professional education industry, we believe Tarena is well positioned to capture such market opportunities."

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 140,000 students, cooperated with more than 500 universities and colleges and placed students with approximately 39,000 corporate employers in a variety of industries. For further information, please visit <http://ir.tarena.com.cn>.

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