



EF, the world's largest online English language school, wins prestigious education award



Hong-Kong, June 27, 2010

EF's Online English Language School with over 15 million users around the world, has received a Comenius-EduMedia-Award recognizing excellence in educational multimedia services. The awards are given out by Germany's Society of Pedagogy and Information and recognized throughout Europe for spotlighting outstanding products in the field of high tech educational media.

Originally conceived in collaboration with Apple, EF's Online English Language School has become the largest in the world. EF Education First, is trusted by over 1,200 leading global companies and has served as the Official Language Training Supplier to the Beijing 2008 Olympics. It is currently training 60,000 volunteers ahead of the Asian Games 2010, and will similarly help Brazil prepare for the 2014 World Cup.

"Our mission has consistently been to deliver an effective and efficient learning experience to our students," said Peter Burman, President of EF Language Learning Solutions. "Receiving this prestigious award only confirms to us the importance of remaining focused on that goal, and on our strategy to lead the market in terms of research and technology."

The latest generation of the online school brings the very best in interactive learning to the user

EF won in the category of Learning Management Systems. The Society for Pedagogy and Information, a scientific society for multimedia and educational technology, has been giving out Comenius-EduMedia-Awards in Germany since 1995, with other European countries included in the competition in 1997. The awards generally acknowledge educational institutions and publishing houses.

In April, EF received an Interactive Media Award (IMA) for outstanding achievement in the field of education. The IMAs are awarded by the Interactive Media Council, Inc., a non-profit U.S.-based organization that focuses on design standards and friendly user-interfaces for the Internet.



About EF Education First

Education First is the largest private education company in the world. Founded in 1965 with the mission of "breaking geographic, linguistic and cultural barriers", EF Group has 29,000 employees, 400 schools and 75 offices in 51 countries. Originally conceived in collaboration with Apple, EF's Efecta(TM) System is the world's most advanced English learning method and is used to power EF's language schools and online English courses. In addition to helping 1,200 corporations with English training, EF was the Official Language Training Supplier to the Beijing Olympics and is helping Brazil prepare for the 2014 World Cup.

Media inquiries

please email: press@ef.com
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