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For Immediate Release:

### **ILSC Education Group Rebrands to Reflect the Company's Expanding Global Presence.**

*Vancouver, Toronto, Montreal, New Delhi, Brisbane, Sydney (Sept 6, 2011)* - As of September 6<sup>th</sup>, 2011, International Language Schools of Canada (ILSC) has changed its name to ILSC Education Group to reflect the company's expanding global presence, and to clearly define the company's various education branches. At the same time, ILSC Education Group will move forward with an updated logo and visual branding refresh.

ILSC Education Group opened its first English language school in Vancouver, BC, in 1991 under the moniker "International Language School of Canada," and expanded throughout Canada, opening locations in Toronto and Montréal (which also offers French language training). Currently, ILSC is one of the largest private language schools in the country. In 2007, ILSC expanded outside of Canada, opening a location in New Delhi, India. Since then, additional campuses have been opened in San Francisco, USA, as well as Brisbane and Sydney, Australia.

In addition to its successful Language Schools, ILSC offers a diverse range of educational programs, including vocational and teacher training, corporate language training, and continuing studies courses.

While ILSC Education Group retains the acronym from the "International Language Schools of Canada" name, paying homage to the company's Canadian origins and maintaining brand recognition, the name change, none-the-less, moves away from the Canadian focus. At the same time, the company logo has gone through a globally-focused evolution, retaining key symbols from ILSC's original logo, but evolving to reflect ILSC Education Group's core company philosophies that hold true across all of our international locations.

What hasn't changed is ILSC's commitment to delivering quality educational programs, using a dynamic "student centred approach" that responds to student interests, as well as new global developments in technology and thinking.

*Boilerplate:* ILSC Education Group is a private education company offering language training, vocational training, teacher training, corporate training and continuing studies programs in 7 cities around the world. ILSC Education Group offers a student-centred approach to learning, and tailors its programs to meet student needs. For more information about ILSC Education Group or ILSC's rebranding, please see <http://www.ilsc.com> or watch our rebranding video on Youtube at <http://www.youtube.com/watch?v=7BntK6e3dNE>.

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