

15, June 2009

NEWS RELEASE

FOR IMMEDIATE RELEASE

CANADIAN INDEPENDENT SCHOOL EXPERTISE SOUGHT FOR STATE-OF-THE-ART PRIVATE SCHOOL IN SOUTH KOREA'S LARGEST PLANNED CITY

VANCOUVER — Halladay Education Group (HEG) – a BC-based independent school development firm has been contracted to develop a new private school in Songdo, Korea, opening September 2009

"This will be the first international K-12 school in Korea that allows both domestic and international students to attend," says Douglas Halladay, President. "We're very excited to have been retained to support the opening of the International School Songdo (ISS) this fall. Being sought out by such a notable international development firm shows how highly the Canadian private school system is regarded throughout the world."

Located at the site of General MacArthur's 1950 landing, and built on 1,500 acres of reclaimed land, Songdo is the first "new" city in the world designed and planned as an international business district. Asia's newest and most modern international school, ISS is a \$150 million, 500,000 square foot state-of-the-art private preparatory school guided by the International Baccalaureate (IB) Programme, which HEG and their team is supporting the opening.

Our team of experienced associates form a consortium of global school formation experts who have started and led prestigious private schools in the US, Canada, and Internationally. HEG and its associates have helped private schools, major corporations, and institutions maximize their organization's performance and achieve their dream of starting their own K-12 school and post secondary institutions. Doug Halladay added: "our group has supported the development of private schools in other planned land development projects including the new city of Kapolei, Hawaii, USA; Masdar, Abu Dhabi, UAE; and Songdo, South Korea."

"HEG is continually being approached by major land developments in Asia, the Middle East, and the USA that are building mega cities of \$35 billion and more, which need our unique know-how to develop their K-12 International Schools" said Doug Halladay, President. "Our Canadian-lead team of international associates is recognized for their global expertise in the education market."

For more information contact:

Douglas Halladay, President

Halladay Education Group Inc.

Phone: 1-604-868-0002 / **Fax:** 1-866-472-8737 / **Email:** info@halladayeducationgroup.com

www.halladayeducationgroup.com

A Backgrounder

Issue The expertise of a Canadian school development company has been sought in the start up of a new international school in the Master Planned city of Songdo, South Korea. BC-based Halladay Education Group (HEG) has participated in establishing the curricular framework for International School Songdo, and developing the infrastructure for oversight and operation of the school for opening in the fall of 2009.

Historical Overview Songdo is the first "new" city in the world designed and planned as an international business district. Asia's newest and most modern international school - International School Songdo (ISS) is a \$150 million, 500,000 square foot, state-of-the-art private preparatory school that opens its doors September 2009.

Implications International School Songdo is aspiring to be the internationally recognized leader in educational innovation and excellence. ISS is committed to providing an educational program that incorporates best practices of both local and international programs of study, guided by the International Baccalaureate (IB) Programme.

Korean students that want an international education typically have to leave Korea to attend a private school. ISS is the first independent international school in Korea that will allow domestic and international students to enroll. This is a unique opportunity highlighting the importance of a global perspective for all youth.

Biography Doug Halladay, President, has more than 25 years experience as a Senior Leader in new and established public and private schools, including schools that are co-ed, all-girls, boarding, equestrian (only one in Canada), International/multi-cultural community, ESL, the largest learning disability school in Western Canada, and a founding Senior School Head. He has held positions as Superintendent, Head of School, Deputy Head, Director of Senior School, Senior Curriculum and Resources Coordinator for the Ministry of Education, K to 12 teacher, and project leader. He has accreditation experience with NAIS, CAIS, ISA, WASC, IBO, and BC. Mr. Halladay has taught over 40 different courses at the K-12 level. In addition, he has been a Department Head, Chaired numerous Accreditation Committees, Staff Committees, and Professional Development Committees, as well as a background in Training in Clinical Supervision for new teachers.

Mr. Halladay's credentials include a B.A. from SFU; a Teaching Certificate from UBC, and a M.A. in Educational Administration from SDSU; along with a Fund Raising Certificate from the Institute of Charitable Giving and a Peer Counselor Certificate from SDSU. Mr. Halladay has a comprehensive knowledge of K to 12 educational trends with his experience developing 20% of the current BC curriculum and policies.

Contact

Information Douglas Halladay, B.A., T.Cert., M.A.
President and Founder

Phone: 1-604-868-0002

Fax: 1-866-472-8737

Email: info@halladayeducationgroup.com

www.halladayeducationgroup.com