

***China Education Resources Inc.  
Facts-at-a-Glance***

**WHO:** China Education Resources Inc.

**WHAT:** In collaboration with China's various education authorities and experts, China Education Resources Inc. (CER) is helping to transform the curriculum of the world's largest educational system. Recognizing the need for centralization and increased accessibility to address the Chinese Central government's 2000 education reform policy changes, China Education Resource Inc. has created educational tools and curricula for China's entire kindergarten through twelfth grade system. By implementing the government's goal of converting the existing educational system from memory-based learning to creative thinking and utilizing a more interactive approach to embrace a world-based economy, CER has played an integral part in positioning China's educational system to reach new heights.

Founded in 1997 by Mr. Chengfeng Zhou, a former lecturer at Beijing United University, CER's technology has become China's premiere education web portal and online resource provider for government, administrators, teachers, parents and students in the kindergarten through twelfth grade sector. Acknowledging the growth of the Chinese population throughout North America and the significant interest in Sino-U.S. relations, CER is committed to increasing its presence and operations in the United States.

**CERSP.com** In the summer of 2006, three courses were developed for 10,000 teachers throughout China who had been selected by the Ministry of Education. In February 2007, CER, in collaboration with China's Curriculum Development Center (CDC) of Ministry of Education, Apple, Inc., and over 100 national education experts, launched a new online teacher training program to 16,000 primary and junior high school teachers. The CDC and CER used the comprehensive, internet-based educational resource portal (CERSP.com), to deliver the teacher training programs covering 11 core subjects to participants. On the first day of the program launch, more than 3.5 terabytes<sup>♦</sup> of learning materials were downloaded by participating teachers. If the downloaded digital materials were rendered as paper, the stack would stand 231,000 miles high, only 7,000 miles short of reaching the moon.

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<sup>♦</sup> A unit of computer memory or data storage capacity equal to 1,024 gigabytes (2<sup>40</sup> bytes) or one trillion bytes.  
Source: *American Heritage Online Dictionary*, <http://education.yahoo.com/reference/dictionary/entry/terabyte>.

**MANAGEMENT****TEAM:**

Mr. Chengfeng Zhou, Chairman & CEO  
MR. Danny Hon, CFO & Corporate Secretary  
Ms. Vivian Pu Chen, CFO of CER's Chinese Operations

**BOARD OF  
DIRECTORS:**

Mr. Chengfeng Zhou, Chairman & CEO  
Mr. Ronald Shon  
Mr. William Calvin  
Ms. Li Wang  
Mr. Jeffrey Munks

**SYMBOL:**

TSX-V: CHN – Toronto Exchange  
OTCQX: CHNUF – Pink Sheets

**WEBSITE:**

[www.chinaeducationresources.com](http://www.chinaeducationresources.com)

**COMPANY  
CONTACT:**

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*China Education Resources Inc.*  
*Biographies*

**Principals & Management Team**

**Chengfeng Zhou, Chairman and CEO**

**Vancouver, British Columbia**

Since 1997, Mr. Chengfeng Zhou has served as chairman and CEO of China Education Resources Inc. In addition, he served as president and director for the private investment holding company, Double Ocean Investments Inc. in Vancouver, British Columbia from 1994 through 2004. Prior to joining China Education Resources Inc., Mr. Zhou was a director for Allied Pacific Properties and Hotels Ltd, and acted as an advisor to a number of companies in Ontario, British Columbia and China. Committed to the field of global education, Mr. Zhou was a lecturer at the prestigious Beijing United University for seven years. In 1983 he obtained his Bachelor of Arts degree from the People's University of China in Beijing, and from 1990 to 1991 he studied business in the Faculty of Business Administration of Memorial University of Newfoundland.

**Danny Hon, Chief Financial Officer and Secretary**

**Vancouver, British Columbia**

Mr. Danny Hon, chief financial officer of China Education Resources Inc., joined the company in 2007. Mr. Hon is the Chartered Certified Accountant and Certified Public Accountant of Hong Kong, the Chartered Certified Accountant, the Certified General Accountant and the Certified Financial Planner of Canada. Mr. Hon worked for KPMG from 1984 to 1986. From 1986 to 1994, as chief financial officer worked for a number of Canadian and Hong Kong based companies. From 1994 to date: Formed the certified accounting practice of Hon & Wong based in Vancouver, B.C., Canada. Mr. Hon attended Hong Kong Polytechnic University from 1981 to 1984 and was awarded the Professional Diploma in Accountancy; he earned the Master of Science in Administration degree specializing in Information Resource Management offered by Central Michigan University in 2000. Mr. Hon's specialties covered financial reporting under U.S. and Canadian GAAP requirements for U.S. and Canadian listed companies. He also involves in giving advice to Chinese companies operating in PRC relating to the requirements of the Chinese government in accounting procedures under Chinese laws, advises on the translation of Chinese accounting matters to comply with the requirements of the U.S. and Canadian regulatory authorities.

**Vivian Pu Chen, CFO of CER's China operations**

**Beijing, China**

Serving as chief financial officer, Ms. Chen joined CER's China operations in 2005. Prior to this appointment, she was an auditor at Ernst & Young from 2002-2005. Ms. Chen received her Master of Commerce degree, with a major in accounting and minor in taxation from the University of Sydney in 2002. Earlier in 2000, she earned her Bachelor of Economics from Renmin University of China (Beijing, China). Ms. Chen speaks fluent English and Mandarin.

## **Board of Directors**

### **Chengfeng Zhou, Chairman and CEO**

#### **Vancouver, British Columbia**

Since 1997, Mr. Chengfeng Zhou has served as chairman and CEO of China Education Resources Inc. In addition, he served as president and director for the private investment holding company, Double Ocean Investments Inc. in Vancouver, British Columbia from 1994 through 2004. Prior to joining China Education Resources Inc., Mr. Zhou was a director for Allied Pacific Properties and Hotels Ltd, and acted as an advisor to a number of companies in Ontario, British Columbia and China. Committed to the field of global education, Mr. Zhou was a lecturer at the prestigious Beijing United University for seven years. In 1983 he obtained his Bachelor of Arts degree from the People's University of China in Beijing, and from 1990 to 1991 he studied business in the Faculty of Business Administration of Memorial University of Newfoundland.

### **Ronald C. Shon, Director**

#### **Vancouver, British Columbia**

Mr. Ronald Shon has been an integral member of the company since 1997. Since 1997, Mr. Shon has also served as president of the Shon Group of Companies, a group of privately held real estate investment and development companies, Chairman of Skyline Gold Corporation from 1986 through March of 2006, he has also serves as a director of the publicly traded Spectra Group of Great Restaurants Inc. He earned his Bachelor of Arts degree from Stanford University in 1975 and his Masters of Business Administration from the Wharton School, University of Pennsylvania in 1977.

### **William Calvin, Director**

#### **Vancouver, British Columbia**

Mr. Calvin is a retired partner of PricewaterhouseCoopers (PWC), Vancouver. He specialized in a variety of practices areas including taxation, audit and business advisory services. After retirement, Mr. Calvin became active in PWC's Asian Practice representing clients from China, Taipei and Korea. During this time he assisted China International Trust and Investment Corp., in its first foreign investment of the Celgar pulp mill; provided assistance to China Trust in Taiwan, establishing a full service bank in Canada; as well as providing counsel to Posco J Korea in its Canadian coal mining investment. Mr. Calvin obtained his Bachelor of Commerce degree at the University of Toronto in 1952 and his CA designation in 1956 with Ontario-based Coopers & Lybrand (a legacy firm of PWC). Among his many professional accomplishments, Mr. Calvin has also been awarded the prestigious Confederation Medal from the Senate of Canada.

### **Wang Li, Director**

#### **Beijing, China**

Ms. Wang currently serves as the executive director of China's Stock Exchange Executive Council (SEEC) and is the managing director of SEEC Holdings Limited (SEEC Holdings). SEEC is a Beijing-based investment banking firm, which provides a full range of investment banking services typically offered by similar North American

firms. The SEEC also publishes a biweekly financial newsletter in China. Ms. Wang has held her positions with SEEC for more than five years.

**Jeffrey Munks, Director  
Templeton, California**

Mr. Munks has 25 years of senior business experience in a variety of areas including eLearning, network technologies, and language services. With his related experience in higher education, Mr. Munks utilized his entrepreneurial business skills to help generate new models for public-private partnering. Currently, Mr. Munks represents Anteon Corporation as a senior program manager and is assigned to the United States Navy's Executive Learning Office where, for the last four years, he has helped develop and manage programs supporting the career professional development of Navy admirals and senior civilian executives. In 1997, Mr. Munks secured \$4 million U.S. in venture funding and founded Arista Knowledge Systems, a software company that pioneered digital content management processes to support network-based eLearning applications. Arista was acquired by industry leader Digital Think Inc. in July 2000 in a cash and stock deal worth approximately \$30 million. Previously, Mr. Munks was a co-founder of Language Line Services, a company which allows interpreters in 140 languages to be available via the telephone to support virtually any application. Language Line was acquired by AT&T in 1989, in which Mr. Munks stayed on to help lead the business through more than a 4,000% increase in revenue growth over a five year period. Language Line was recently acquired by ABRY Partners for more than \$700 million.

***China Education Resources Inc.  
Company Backgrounder***

**ABOUT CHINA EDUCATION RESOURCES INC.**

In collaboration with China's various education authorities and experts, China Education Resources Inc. (CER) is helping to transform the curriculum of the world's largest educational system. Recognizing the need for centralization and increased accessibility to address the Chinese Central government's 2000 education reform policy changes, China Education Resource Inc. has created educational tools and curricula for China's entire kindergarten through twelfth grade system. By implementing the government's goal of converting the existing educational system from memory-based learning to creative thinking and utilizing a more interactive approach to embrace a world-based economy, CER has played an integral part in positioning China's educational system to reach new heights. Founded in 1997 by Mr. Chengfeng Zhou, a former lecturer at Beijing United University, CER's technology has become China's premiere education web portal and online resource provider for government, administrators, teachers, parents and students in the kindergarten through twelfth grade sector.

The ever-expanding kindergarten through twelfth grade educational system in China currently encompasses 230 million students, 12 million teachers and 600,000 schools. CER is on track to becoming the world's largest provider of online educational and administrative services to the kindergarten through twelfth grade market. Focused on the implementation of China's national education modernization plan, CER, through its Chinese operating subsidiaries, China's various education authorities and experts have developed China's first comprehensive Web-based educational resource portal, China Education Resources and Services Platform (CERSP.com). This Chinese language-based, interactive portal is the first of its kind, providing the opportunity for Chinese government, school administrations, teachers, students, parents, researchers and curriculum developers to gain Web-based access to multiple academic disciplines and practice areas.

**ABOUT CERSP.com**

With extensive experience in all areas of educational resource development, marketing and sales, CER is committed to working with China's various education authorities and experts to revolutionize every facet of the education community in China. By delivering innovative, state-of-the-art programs, teacher training programs and resources through the CERSP.com portal, teachers, students, administrators and parents now have a dynamic method to communicate, exchange information and have resources, as well as newly developed curriculum, readily available at the click of a button.

CER continues to work diligently, customizing its teacher training programs to the unique needs of provinces throughout China. In the summer of 2006 the initial three courses were developed and 10,000 teachers were selected by the Ministry of Education to participate in online learning. In February 2007, CER, in collaboration with China's Curriculum Development Center of Ministry of Education, Apple, Inc., and over 100 national education experts launched a new online teacher training programs to 16,000 primary and junior high school teachers. Utilizing the

CERSP.com portal, teacher training programs covering 11 core subjects were made available to the participating educators. On the first day of the program launch, more than 3.5 terabytes\* of learning materials were downloaded by participating teachers. If the downloaded digital materials were rendered as paper, the stack would stand 231,000 miles high, only 7,000 miles short of reaching the moon.

CER is now focused on becoming the world's largest provider and repository of "ePortfolios", electronic records of individual achievement, interest, aptitude, course completion and other data related to educational activities in China. Soon, students, teachers and academic institutions throughout the K-12 system will be able to access reliable authenticated information detailing their academic history and lifetime achievements. This effort will, in time, likely yield the world's largest real-name-user database. It will be of great interest to colleges and universities, as well as potential employers.

Acknowledging the growth of the Chinese population throughout North America and the significant interest in Sino-U.S. relations, CER is committed to increasing its presence and operations in the United States.

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