



For immediate release:

The Professionals Institute for Training and Development and AmEnglish.com Launch Distance Learning Program for Business English

Jeddah, Saudi Arabia (June 25, 2003) --- The Professionals Institute for Training and Development and AmEnglish.com are pleased to announce their collaboration in launching a distance-learning program for business English.

“This distance learning program makes it possible to deliver world-class English language training anytime... anywhere,” stated Kathy Hans, author of the programs. AmEnglish.com currently collaborates in the United States with UCSC-Extension to provide distance learning programs for non-native speakers of English. They offer a unique blended approach with two components: (1) interactive computer-based materials, which serve as the electronic textbooks for the course and (2) personalized feedback from a trained English instructor as a distance coach. Distance coaches exchange text and sound files with students as an integral part of the coaching process.

The course content focuses on the following areas: Pronunciation, Effective Writing, and American Business Idioms. “TOEIC Pronunciation in American English” on CD-ROM is the electronic textbook for the pronunciation course. This program features streaming video, audio and interactive practice exercises to guide the learner in rapidly improving his/her pronunciation skills in English. This is the only pronunciation product in the world co-branded by ETS (Educational Testing Service). AmEnglish.com created this program and the electronic textbooks for the other two courses, “Plug and Play: American Business Idioms” and “Effective Writing in English.”

"We are delighted to begin a partnership with AmEnglish.com to deliver exciting Distance Learning training programs for 'Business English for the Global Marketplace'. The Professionals Institute was established to deliver state of the art programs to equip our citizens with the skills and expertise to prosper in international affairs. Effective communication skills in English are essential for long term success," stated Muwaffak Al-Harithy the Chairman of The Professionals Institute for Training and Development. “We selected AmEnglish.com as a partner because their training materials and learning

systems are cutting edge and will help us reach more students within Saudi Arabia and the surrounding region.”

More information on the Professionals Institute for Training and Development, as well as course descriptions for all of the new Distance Learning courses with AmEnglish.com can be obtained at www.professionals.edu.sa, by calling 966-2-605-5550, or by sending an email to Info@professionals.edu.sa. Students can enroll and start their studies immediately.

About Professionals Institute for Training and Development...

The institute was established to meet the challenge for the continuous demand on all profit and non-profit organizations to develop their human resources. To-days organizations need to be well-equipped to face the volatilities and uncertainties of our rapidly changing environment.

The institute offers intensive courses and programs to develop the skills and abilities of businessmen, executives, administrative staff and students. Our emphasis is not on academic training, but vocational training; hands on skills that readies our students with tools to enter the work force, and those who are on their jobs to enhance their abilities.

About [AmEnglish.com](http://www.amenglish.com)...

AmEnglish.com develops ESL and EFL (English as a Second Language and English as a Foreign Language) computer-based training tools from their offices near Silicon Valley in Pleasanton, California. Their programs have been adopted by numerous universities and businesses in the U.S. and overseas. Their products include “TOEIC Pronunciation in American English on CD-ROM,” and TOEIC Business Idioms from Silicon Valley with audio CD. Both products are co-branded by ETS (Educational Testing Service), and have been chosen as “Tools for TOEIC” (Test of English for International Communication). More information at www.amenglish.com.