

LOYALIST GROUP LIMITED

For Immediate Release
TSX Venture Exchange
Symbol "LOY"



LOYALIST GROUP ENGAGES CHF INVESTOR RELATIONS

Toronto, Ontario - March 21st 2011 – Loyalist Group Limited (“Loyalist” or the “Corporation”) (TSX Venture Exchange: LOY), which is in the business of private education and provides educational services with an emphasis on teaching: (i) English as a Second Language; and (ii) professional development courses, announced today it has retained CHF Investor Relations. CHF is a highly regarded Canadian investor relations firm headquartered in Toronto operating under the same management for the past eighteen years.

“As a newly listed public company on the TSX Venture Exchange, we are eager to share Loyalist’s story and highlight our potential growth opportunities to a growing audience of investors. CHF’s sensible relationship-building approach matches up well with Loyalist’s corporate vision,” stated Andrew Ryu, CEO of Loyalist Group Limited.

Effective immediately, the services agreement for investor relations and market-making is for a term of twelve months and may be extended for up to one year. Under the terms of the services agreement, which is subject to TSX Venture Exchange approval, CHF will receive \$7,500 per month in fees and reimbursement of expenses. CHF has been granted a total of 600,000 options with 300,000 options exercisable at \$0.15 and 300,000 options exercisable at \$0.25. The options vest in stages over twelve (12) months with no more than one quarter of the options vesting in any three-month period, and expire in five years. Upon termination of the contract, CHF will have 30 days to exercise any vested options.

It has been agreed that CHF will initiate a Market Liquidity Program, more commonly referred to as market-making, through its Calgary office. Loyalist’s CEO, Director and shareholder, Andrew Ryu, has personally provided \$10,000 for the purposes of market-making. This Program will be undertaken by CHF through a registered broker in compliance with the guidelines set out in Policy 3.4 of the TSX Venture Exchange Corporate Finance Manual.

Prior to the grant of options outlined above, CHF had no direct or indirect interest in the Company or its securities.

About CHF Investor Relations

CHF's effective role is acting as the public company's outsourced, low-cost equivalent to an internal investor relations department. CHF serves an international portfolio of TSX / Venture-listed companies, and others that may seek to list on North American Exchanges that operate in a broad range of industries including mining exploration and producers, oil & gas, biotech, high-tech, renewable energy, consumer products and special situations. The depth of capital market experience is formidable dating back to the late 1970's. CHF's head office is in Toronto, with another Canadian office in Calgary; as well as branch offices in New York, USA; São Paulo, Brazil; and Shanghai, China.

About Loyalist Group Limited

Loyalist Group Limited was re-listed on the TSX Venture Exchange on January 4th 2011, after completing the purchase of a 96% position in the operations of McKinsey Education Group. Run by experienced professionals in the private education sector, McKinsey provides educational services with an emphasis on teaching: (i) English as a Second Language, and (ii) professional development courses.

To receive corporate news updates send your email to lauren@chfir.com and mention ‘Loyalist News’ on the subject line.

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Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Statements

The forward-looking statements contained herein are expressly qualified in their entirety by this cautionary statement. The forward-looking statements included in this document are made as of the date of this document and Loyalist Group Limited disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable securities legislation. Although Management believes that the expectations represented in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. This news release does not constitute an offer to sell or solicitation of an offer to buy any of the securities described herein.