

# LOYALIST GROUP LIMITED

For Immediate Release  
TSX Venture Exchange  
Symbol "LOY"



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## FEDERAL GOVERNMENT'S NEW \$10 MILLION INTERNATIONAL EDUCATION INITIATIVE LINES UP WITH LOYALIST GROUP LIMITED

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**Toronto, Ontario - March 24<sup>th</sup> 2011** – Loyalist Group Limited (“Loyalist” or the “Corporation”) (TSX Venture Exchange: LOY), is pleased to learn the federal government of Canada is developing and implementing an international education strategy with a declared budget of \$10 million over two years. Promotional and advertising initiatives will be aimed at strengthening Canada’s representation in emerging economies where greater collaboration between Canadian and foreign educational institutions will reinforce Canada as a country of choice to study and conduct world-class research. The Corporation’s objective is to become a global leader, internationally recognized for expertise in English language skills training around the world. Loyalist’s operating subsidiary, McKinsey Education Group, is in the business of private education and provides services with emphasis on teaching: (i) English as a second language; (ii) professional development courses, as well as (iii) college transfer preparation courses; and (iv) online ESL training.

Andrew Ryu, CEO of Loyalist, commented, “I’m very encouraged by this Government announcement. This is the first time that funds have been budgeted to promote Canada’s education system internationally to attract foreign students. Our experience demonstrates that international students excel when exposed to supplementary ESL education and tools like those offered by the McKinsey Education Group. We are going to be following how the Government plans to put these dollars into action so that our Corporation’s own efforts align with and complement those of the government for optimum effect. The \$10 million commitment can only have a positive impact on our business.”

With more people learning English than those who currently speak the language on the planet, the concept of international education and ESL schools is an essential component to individual and global progression. Loyalist’s goals line up with those of the Government. Loyalist will continue with its acquisition of schools across Canada, later expanding internationally. Further to this, Loyalist’s McKinsey Education Group has a go-forward strategy that will allow students to transfer between its various locations so that the immersion in different cities and communities adds a social dimension to the educational experience in Canada, and eventually other countries.

### About Loyalist Group Limited

Loyalist Group Limited was re-listed on the TSX Venture Exchange on January 4<sup>th</sup> 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](mailto:lauren@chfir.com) and mention ‘Loyalist News’ on the subject line.

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### Forward-Looking Statements

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