

PRESS RELEASE

EMBARGOED TILL AFTER 9AM ON 24 OCT 2007

PSB ACADEMY AND THE UNIVERSITY OF NEWCASTLE, AUSTRALIA TO HOST THE FIRST SCIENCE & ENGINEERING CHALLENGE 2007 IN SINGAPORE

- **Over 300 students from all 8 secondary schools in School Cluster North 2 (N2 Cluster) to battle for the prestigious honour**
- **PSB Academy plans to extend The Challenge to 4,000 students from 100 secondary schools by 2012**

Singapore – 24 Oct 2007 – The PSB Academy and The University of Newcastle, Australia jointly launched the first ever Science & Engineering Challenge, also known as The Challenge at PSB Academy Campus@Delta.

Originating from Australia, The Challenge consists of a series of fun and competitive events involving the principles of science, engineering and technology. Through this, it seeks to raise the awareness of science, engineering and technology in the community, provide a vehicle for the local community to be involved in an innovative programme that promotes science, increase participation rates in science, advanced mathematics and engineering studies. Please see Annex 1 for more details on The Challenge activities.

This annual event was first introduced in Australia and has been an annual success. Starting with 14 schools in 2000 in the Newcastle region, The Challenge now attracts some 400 schools in the entire Australia. Annual statistics has shown that a phenomenal 38% of the participants who indicated their decision to take up science and engineering subjects was affected by The Challenge.

The debut in Singapore attracted resounding support and full participation from the 8 secondary schools in School Cluster North 2 (N2 Cluster). Commenting on The Challenge, Miss Lee Xuefen, Teacher from Naval Base Secondary School said, "As it is the streaming year for Secondary 2 students, we hope that this activity helps the pupils to understand more about the different fields of science and enable them to choose their subject combinations wisely this year."

As the Cluster Centre for Science in N2 Cluster, Ms Jane Lee, Teacher from Northbrooks Secondary School said, "We hope participation in this first Science and Engineering Challenge will help develop the talents of students in science in N2 Cluster and compliment our Talent Development Programme."

"Hopefully The Challenge will arouse their curiosity about science and inspire them to further explore science", added Ms Rebecca Kong, Teacher from Yishun Town Secondary School.

Each school is represented in each of the 8 activities and the school with the highest score wins The Challenge.



PSB Academy expects to extend The Challenge to 4,000 students from 100 secondary schools by 2012.

Speaking at the closing ceremony, Ms Lee Beng Choo, Principal & Senior Vice President of PSB Academy, "It was a heartening picture seeing all of you being engrossed in trying to outdo the other teams. This is just the kind of passion and energy required for every engineer and scientist ... To be able produce such marvelous work, besides the brain, you will need to be extremely fun and curious, because that is what science and engineering is really all about. The next time you flick on the switch for the light or sit on a chair, I am sure you will better appreciate the logic behind these great inventions."

About PSB Academy Pte Ltd

PSB Academy Pte Ltd has been leading and educating Singapore's workforce for the past 43 years. Widely recognized as a premium institution that provides quality education, it is highly regarded by both individuals and industry. Today, PSB Academy is one of Singapore's largest education and training institutions, with over 30,000 individuals attending its courses annually.

PSB Academy is proud to partner some the finest universities from Australia, U.K. and the U.S to offer internationally recognized academic qualifications. The range of corporate executive programmes has also been the choice from many MNCs, government agencies and companies, both in Singapore and the region. PSB Academy was one of the first few providers to earn the Singapore Quality Class (SQC) award for Private Education Organisations (PEOs). It is also CaseTrust accredited and ISO9001:2000 certified.

For further information, see www.psb-academy.edu.sg.

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