



## MEDIA RELEASE

From: PSB Academy

### PSB Academy Voted Top 3 private schools in Singapore at AsiaOne People Choice 2008

- **Commitment to cause of education, extra incentive given for PSB graduates to do MBA**
- **Service excellence initiative introduced to provide further value-added services to students**

**Singapore, 5 March 2009** – Online readers of AsiaOne, Singapore's leading internet portal, has voted regional education and training institution PSB Academy as the top three most popular brands in the 'Private schools' category in its annual AsiaOne People Choice 2008 Singapore.

PSB Academy Chief Executive Officer Dr Steve Lai said, "We are delighted to be one of the top 3 most popular private schools in Singapore. We have always worked hard and taken the students' achievements seriously, therefore this award from AsiaOne is significant as it also represents the students' vote of confidence in us."

"PSB Academy is fully committed to helping our students achieve academic excellence and reach their career aspirations. We have a dedicated team who keeps a constant look out for our students' needs and implement various plans to address their concerns. I believe this award bears testimony to our approach as we continue to strive towards quality education and services for our students."

In keeping with its commitment, PSB Academy has recently introduced **extra incentives for PSB graduands** who are interested in **pursuing higher education**. With an aim to provide more support to students who may be facing difficulties with finding jobs in the current downturn, the package provides an alternative for all upcoming PSB graduates to continue with their studies through to an MBA course, with rebates provided by the institution.



PSB Academy has also introduced a series of **service excellence initiatives for the whole organisation** to further strengthen our overall quality of service and support. Dr Steve Lai said: “We are determined to equip our employees to better serve the students and take care of their needs. With these initiatives, we hope PSB Academy continues to be the ‘People choice’ provider for quality education in Singapore and beyond.”

The annual AsiaOne People Choice awards honour the most popular services, products and trends that have captivated and caught the attention of its online readers and consumers. Initial nominations for the AsiaOne People Choice are sought from a panel made up of AsiaOne team and a group of noted journalists from various SPH papers. AsiaOne’s online readers are then invited to vote via internet with a choice of 10 candidates from each category. Voting has commenced in December 2008 and received over 11,000 votes across all categories. The awards ceremony was held on 4 March 2009.

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**Note to Editor:**

**About PSB Academy**

PSB Academy Pte Ltd (A member of TÜV SÜD Group) is one of the leading education and training institutions in Singapore. Established in 1964, the institution has a sterling heritage in leading and educating the Singapore’s workforce, and is recognised for its effective people-development solutions. With an expanding presence in Asia Pacific, it serves 50,000 learners annually in the region with over 300 content experts delivering in 6 different languages.

PSB Academy offers a comprehensive range of internationally recognised education programmes, from



pre-primary to post-graduate courses. It has established international ties with world-renowned universities from UK, US and Australia. It also has a corporate development arm that provides corporate training and consulting services that covers executive development, quality, environment, health and safety to government agencies, multinationals and corporations. It has served over 6500 private and public organisations and is 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](http://www.psb-academy.edu.sg).