



PRESTARIANG™

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## PRESTARIANG CLINCHED FIRST MIDDLE EAST CONTRACT

*New market penetration to sustain growth*

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**CYBERJAYA, 18 OCTOBER 2011 – PRESTARIANG BERHAD** (“Prestariang”, or the “Company”), an education provider in ICT based training and certifications, as well as software license distribution and management, has clinched its first Middle East contract; worth USD750,000.00 over 3 years, through its wholly owned subsidiary Prestariang Systems Sdn Bhd (“PSSB”).

PSSB, today signed an agreement with Knowledge Point Educational Consultant, LLC, (“KP”) an education and consulting firm based in Abu Dhabi, United Arab Emirates (UAE) to implement the **Project-based Cyber Ethics Program** in the UAE market.

Specially developed in Arabic and localised by PSSB for the UAE market, this Project-based Cyber Ethics Program is a new program to assess and confirm the knowledge and understanding of how to use technology appropriately. As evidence of learning, this program requires its participants to produce a portfolio to demonstrate their understanding of topics taught.

“We are honoured to be collaborating with Knowledge Point on this effort to develop a full content and curriculum pertinent to the market in Middle East based on cultural, literary, colloquial and situational relevance,” said Dato’ Ramli bin Abbas, Group Chairman of Prestariang.

“Working with a partner with a strong presence in the Gulf Region is most important for Prestariang as this is just an initial contract and more successes can be expected from that region”, he added.

Meanwhile Prestariang Chief Executive Officer Dr Abu Hasan Ismail is pleased that the partnership has allowed Prestariang’s business to scale up globally. “The investment in research and development (R&D) allows us to localise our product to meet the world market and I’m happy to note that the investment has been fruitful. We hope to replicate this business model elsewhere,” he said.

KP, a subsidiary company of Emirates Advanced Investments Group, dedicated to training management, education and development consultancy, will be expanding its education offering to include cyber education and netiquette in response to the rapidly growing numbers of internet users in the UAE.

“We recognized the number of cyber users increasing at a phenomenal rate in the Middle East and this is where we see the need for such program to be introduced. Prestariang’s 1CITIZEN Program in Malaysia already provide a unique platform and samples for us to build on content relevant to our market”, quoted Mohamed Al Maskari, Knowledge Solution Manager of KP.

Under this agreement, Prestariang will deliver the courseware online from its Learning Management Systems (LMS) hosted in Cyberjaya. Prestariang will also facilitate the transfer of technology via a Train the Trainer program, allowing KP’s trainers to rollout the training across UAE.

To further enhance the collaboration, Prestariang and KP have also signed a teaming agreement to identify and develop mutual opportunities arising in other countries in the Arabian Gulf Region.

“Both Prestariang and KP will benefit greatly from this collaborative effort as Prestariang will gain a strong foothold in the Middle East market while KP will have a great product to sustain its leadership position in the education industry,” concluded Dr Abu.

The Company expects this agreement to contribute positively to its current and future earnings.

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#### **About Prestariang Berhad**

Prestariang Berhad, an investment holding company was incorporated on the 26 November 2010. The company was listed on the main market of Bursa Malaysia on the 27 July 2011 with stock name “PRESBHD” and stock code “5204”.

Prestariang Systems Sdn Bhd (“PSSB”), incorporated in 2003 is a 100% owned subsidiary of Prestariang Berhad. PSSB is a MSC status-based company in ICT training and certification, as well as software license distribution and management. It focuses on certifying adults and lifelong learners to become professionals, and has trained approximately 120,000 participants nationwide.

Prestariang has developed its own home-grown certification, IC CITIZEN, the first of its kind certification on internet etiquette, which is globally marketed in partnership with Certiport from US to a network of approximately 10,000 centres in 152 countries. The company is currently developing other home-grown certification programmes such as Vocational English, Islamic Finance and Green IT.

**About Knowledge Point Educational Consultant, LLC.**

Knowledge Point is a full-spectrum, senior consulting and professional services firm, consisting of former senior military officers, government civilians, and corporate executives with unparalleled knowledge, experience and insight. These skills are used to assist industry in matching products, technologies, services and capabilities with customers' needs and requirements, and in assisting government through analysis and advisory tasks. Knowledge Point works extensively, but not exclusively, in the defense sector.

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