

Press Release: For Immediate Release

Greycells Education in association with the International Center for Journalists announces the launch of World Media Academy in New Delhi

Mumbai, June 29, 2011 : Greycells Education Limited (www.greycells.com, BSE: 508918) has entered into an association with “**The International Center for Journalists**” (ICFJ), a Washington based non-governmental organization for excellence in Journalism to setup the World Media Academy (WMA).

The World Media Academy (www.worldmediaacademy.com) launched in New Delhi, will initially offer a Post-Graduate Diploma in Television Journalism and a Post-Graduate Diploma in Print and Digital Journalism. The Academy shall provide quality education, teaching, mentoring and training in media studies, with an emphasis on practical training in journalism skills and ethics. It will prepare potential media students for a career in visual, print, audio, video, online and new technology journalism/media. Furthermore the Academy shall endeavor to attract students from all over India, neighboring countries as also from countries like Africa, Middle East etc.

From ICFJ, WMA is led by Todd Baer and Christopher Conte, who will focus their entire time with the Academy. Mr. Baer has a Knight International Journalism Fellowship and is an award winning television correspondent who has worked at Al Jazeera English, CNN and ABC News. As a television news consultant, Baer has trained staff and helped launch Aaj Tak-TV in Delhi, SAAM Marathi-TV in Mumbai, DAWN News, GEO-TV and Dunya-TV in Pakistan and K24 in Nairobi, Kenya. He has guest lectured at the University of Texas USA, University of Nebraska USA, Univer Cidade in Rio De Janeiro, Brazil, Shivaji University in Kolhapur, India, and Ruia College and the University of Mumbai. Mr. Baer will lead the WMA as its Dean.

Mr. Conte is a former reporter, columnist and news editor for The Wall Street Journal and is a graduate of Harvard College. As a reporter, he covered banking, economics, foreign policy, international affairs, health care, the Supreme Court and transportation. As news editor, he planned daily coverage and reviewed stories for the newspaper’s domestic editions, the Wall Street Journal/Europe and the Asian Wall Street Journal. He has conducted workshops on journalism and the U.S. economy and politics for journalists in South Africa, the West Indies and at the U.S. Department of State. Mr. Conte will lead the WMA as Academic Advisor.

About Greycells:

Greycells is one of India’s leading education company listed on the Bombay Stock Exchange and has an exemplary track record in education. Greycells is engaged in the business of education in media, entertainment, finance and sports management. It runs EMDI Institute of Media & Communication - a leader in Advertising, Event Management, PR and Journalism education. Greycells has also caters to the rapidly-expanding field of finance education through **Business India Institute of Finance (BIIF)**, Delhi. The joint venture Eduhub Education Pvt Ltd, offers first ever comprehensive program in sports management to train future sports marketing and management professionals under **Indian Institute of Sports Management (IISM)**.

All the courses are based on practical hands-on delivery using an **Experience Transfer Approach** to training for sustainable skill development. With its network of centres spread across India from Mumbai (Lower Parel, Bandra, Jai Hind College, Vashi, Thane), Pune, Bangalore, Delhi NCR, Kolkatta, Indore and operations in the UAE, Greycells is poised to deliver its mandate of **Knowledge Beyond Boundaries**.

Greycells currently trains more than 1200 students every year across various courses in event management, advertising, PR, journalism, sports management & finance. Courses offered in India include a combination of full time (one year & two year) courses and part time courses for both undergraduate & graduate students for promoting inclusive growth in the industry. Courses offered are a combination of class room training & on the job training resulting in employability of the students enrolled.