



ASX Release

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ANNOUNCEMENT OF ENTRY INTO PRIMARY SCHOOL EDUCATION

Attached is a Media release on the A.B.C. Learning Centres Limited ("ABC") entry into the Primary School education market place, which is being released today.

The decision for ABC to enter the primary school education market has been taken after exhaustive investigation into the options available to the company for its future development in the educational field. This proposed activity will be in addition to ABC's continued development of its childcare centre business.

ABC's proposed investment in this area is likely to be up to \$2 million dollars over the first three years of the project (commencing in the 2004 calendar year). The return anticipated on that investment will be in the order of 20% initially, rising to greater levels as additional Primary Colleges are added to the number serviced by the "Schools Division" of ABC.

A strong team of support staff will be employed to man this new and exciting area of ABC's development, headed by Mr Tom Mould, an experienced educator.

R V Harris
Company Secretary



Media Release

FOR IMMEDIATE MEDIA ATTENTION

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ABC LEARNING CENTRES (ASX: ABS) ANNOUNCES ENTRY INTO PRIMARY SCHOOL EDUCATION

The Chairman of ABC Learning Centres, Sallyanne Atkinson, announced today that ABC was expanding its interests in education to encompass the provision of first class education services to schools. These services are to be provided through a new Schools division known as ABC Education Services Pty Ltd. The first site at which these services are to be provided is to be the Springfield Education Park, 28 km south west of Brisbane.

“Our decision to enter this segment of the education market reflects a growing desire on the part of families to be able to choose high quality, local and independent education for their children. Our ability to provide a full education service from early in the morning and into the evening for our families enables them to feel secure about the care and the education of their children throughout the year.

“We applaud the Greater Springfield vision which identifies education as a great contributor to the fabric of society. We are very excited by our relationship with the new independent Primary College and the contribution ABC’s new education division will make. The Springfield development is first class and its community is young and vibrant with high aspirations for its children,” said Mrs Atkinson.

ABC Education Services will provide management services for the operation of the school to a not-for-profit company responsible for the educational management of the school. That company will be chaired by Professor Frank Crowther who has 40 years experience as a teacher, principal, education executive and university professor in Canada and Queensland.

“We have a unique opportunity here to create a very special education community which meets the needs of all learners and I am determined that the College will set new benchmarks for quality in primary schooling,” Professor Crowther said.

According to Professor Crowther, planning for the new school was progressing extremely well and he expected the Board to apply formally for accreditation in the next few weeks. The College is planned to open in January 2006 with places for up to 750 children.

Chairman of Springfield Land Corporation, Maha Sinnathamby, said ABC’s involvement in Greater Springfield is a significant milestone for education in Australia.

“We are very pleased that ABC will share in our vision for ‘life-long learning’ in Springfield by providing a very important stage in our learning lives, the first eight years,” said Mr Sinnathamby.

ABC CEO Operations, Eddy Groves, said it had always been the company's intention to expand its services into schooling.

"These opportunities are now available to us and we intend to pursue this part of our business with the same energy, enthusiasm, care and expertise as we have in our early childhood services.

"ABC Education Services Pty Ltd enables the company to expand its business substantially in future years in conjunction with our expansion of childcare and outside school hours care services.

"We have the expertise in getting the best people, the best facilities and the best resources and we intend to do the same with the schools that we develop. It is the right time for us to expand into the schooling sector for the benefit of the families we serve," Mr Groves said.

ABC CEO Education, Dr Le Neve Groves (*please see footnote below*), said: "Our childcare families have consistently requested that we extend our services into primary education so that the children could continue to benefit from the quality of education they have received in our early learning centres.

"Our decision to enter the primary school education sector is therefore a natural progression for the company. It enables us to build on the quality learning we provide in our early childhood services and maintain that quality for our children right through their primary school years."

Dr Groves said the company's relationship with young families around Australia provides the ideal basis for the Education Services company to work with those communities to build strong partnerships with the schools it develops.

"Our goal is to work with communities as they grow to create their own independent schools offering the best learning environments for the children," Dr Groves said.

ABC also announced the appointment of former senior education executive and school principal Tom Mould to head its new Schools Division.

***Dr Le Neve Groves PhD:** ABC is pleased to announce that Le Neve Groves was awarded a Doctorate of Philosophy in Education from the University of South Australia in December 2003 and extends sincere congratulations to Dr Groves.*

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