

FOR IMMEDIATE RELEASE

Kumon North America Announces New Vice President of Marketing, James F. Coakley, Jr.

February 15, 2007 (Teaneck, NJ) – Kumon North America, the world's largest education program, announces the appointment of James F. Coakley, Jr. to vice president of marketing.

Coakley brings more than 30 years of marketing communications experience to Kumon. He will oversee strategy and execution of marketing programs, advertising and public relations. Leading a team of 24 professionals, Coakley is charged with building the Kumon Math & Reading Centers brand in the United States, Canada and Mexico.

"Jim brings a strong track record of marketing success," said Kazu Shibata, president of Kumon North America. "We expect Jim's expertise and knowledge to be invaluable as the Kumon Method of learning spreads throughout North America and as we prepare to celebrate our 50th anniversary milestone."

Coakley is an award-winning executive recognized with three EFFIE Awards from the American Marketing Association for generating double-digit growth with creative marketing and advertising strategies. Prior to joining Kumon, he was the director of business strategy, for the Harrington Group. Clients he has represented include Procter & Gamble, Citibank, Johnson & Johnson, Hershey Foods, View Master Ideal, A&W Root Beer, 1-800-FLOWERS.COM and Liberty Science Center.

"Parents spend four billion yearly on tutoring for their children and this amount only continues to grow," says Coakley. "As a nation, educating children must be a top priority. Kumon prides itself on helping students become life learners and developing life skills that will ultimately help each child become a contributing member of society."

About Kumon Math and Reading Centers

Kumon is an after-school math and reading program. Founded in Japan in 1958, the learning method uses a systematic approach that helps children develop a solid command of math and reading skills. Through daily practice and mastery of materials, students increase confidence, improve concentration and develop better study skills. Worldwide, there are 4 million students studying at more than 26,000 Kumon Centers in 43 countries. For more information: 1-800-ABC-MATH or visit www.kumon.com. Kumon North America is headquartered in Teaneck, New Jersey.

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