



Thomson Learning Asia and People's Education Press Reach 50 Million Copy Milestone

May 31, 2005

Go For It! Series for English-Language Instruction Transforms Teaching and Learning in China

STAMFORD, Conn., May 31 /PRNewswire-FirstCall/ -- Thomson Learning Asia, a part of The Thomson Corporation (NYSE: TOC; TSX: TOC), announced that the Go For It! series of textbooks has surpassed a major milestone in China, with more than 15 million copies adopted so far this year and 50 million in all since September 2003. Go For It! (China Edition), a product of the cooperation between Thomson Learning and the People's Education Press (PEP), is being used as part of curriculum reforms in 29 provinces and was recently selected and adapted as a basal textbook series for middle schools in China.

Since 2000, Thomson Learning and PEP have worked together to meet requirements of national curriculum reforms in China through the development of the junior high English textbook, Go For It! The series benefits from PEP's strong brand recognition and expertise in textbook publishing combined with Thomson Learning's exceptional content and proven success in international markets.

"There are three kinds of models in textbook writing and publication: introducing the original foreign textbooks to China, co-publishing with a foreign partner and recruiting foreign experts to edit and write," said Mr. Gong Yafu, President of Foreign Language Publishing, a subsidiary of People's Education Press. "The success of Go For It! demonstrates that co-publishing is a very good way for the construction of English textbooks in China. In this way, latest research achievement in the world can be introduced in our textbook; and China local textbook writers and experienced teachers who have the expertise and knowledge of the local educational systems and situations can have their input in working with international well-known ESL textbook writers and experts."

The teaching concept behind Go For It! contributes to the transformation of the traditional English teaching and learning methods in China to modern communicative methods. The series moves teaching in China away from a grammar-based, teacher-centered traditional approach to a learner-centered approach. From the very first lesson, students have the opportunity for active communication in a setting that supports the idea of task-based learning -- or learning by doing.

"The Go For It! series motivates students to communicate accurately and creatively through a step-by-step series of English language-building tasks," explained Tat Chu Tan, managing director, Thomson Learning Asia. "This approach has proven successful because it builds learner confidence and leads to activities that students are then able to relate to their personal lives."

Go For It! was first piloted in Beijing in 2001, and by 2004 more than 10 million Junior One students in 29 provinces were using the series. Teacher training is available on how to use the textbooks in accordance with new curriculum standards, and Thomson Learning and PEP continue to revise Go For It! based on instructor feedback.

About The Thomson Corporation

The Thomson Corporation (<http://www.thomson.com>), with 2004 revenues from continuing operations of \$8.10 billion, is a global leader in providing integrated information solutions to business and professional customers. With operational headquarters in Stamford, Conn., Thomson (NYSE: TOC; TSX: TOC) has approximately 38,000 employees and provides services in approximately 130 countries. Its learning businesses and brands serve the needs of individuals, learning institutions, corporations and government agencies with products and services for both traditional and distributed learning.

SOURCE The Thomson Corporation

-0- 05/31/2005

/CONTACT: Adam Gaber, of Thomson Learning, +1-203-539-8663,
adam.gaber@thomson.com /

/Web site: <http://www.thomson.com>

<http://thomsonlearning.com> /

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CO: Thomson Corporation; People's Education Press

ST: Connecticut, China

IN: PUB BKS EDU

SU: ASI

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0785 05/31/2005 15:00 EDT <http://www.prnewswire.com>