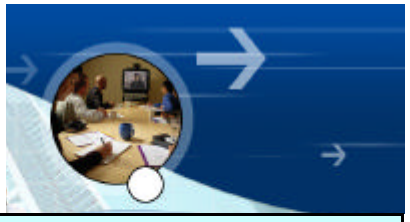
"Children are our future. China Education Alliance faces the world and leads the way."



CORPORATE PROFILE

China Education Alliance, Inc. (OTC: CEUA.OB) is a fast growing, leading China-based company offering high-quality education resources and services to students ages 7 to 18 and adults ages 18+. For students ages 7 to 18, China Education Alliance, Inc. offers supplemental online exam-oriented training materials and on-site exam-oriented training and tutoring services. All resources and tutoring services are provided by famous teachers within mainland China. The purpose of online exam oriented resources and on-site tutoring is to help Chinese students ages 7 to 18 to pass the two most important, and highly competitive exams in their educational career: senior high school entrance exam and college entrance exam. For graduates and professionals age 18+, China Education Alliance provides vocational training including IT and Accounting training programs. In addition, as of April 2008, the Company has acquired 70% of the 'World Exchange College of Language' English training business, headquartered in Toronto with sites expanding across China. Their comprehensive English programs are designed to assist graduates and professionals in learning the English language, both written and conversational in order to better able them to work for a foreign corporation or work-study abroad. For more information about CEUA, please visit www.chinaeducationalliance.com.

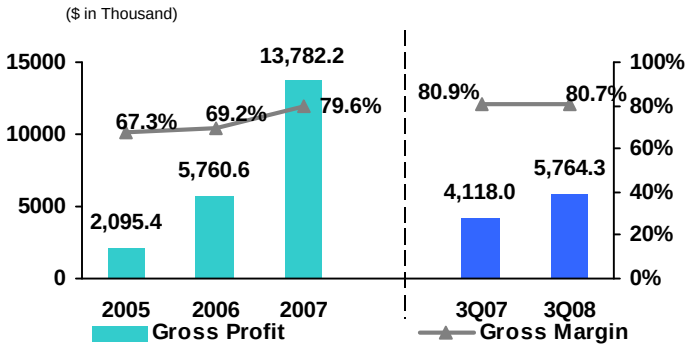
INVESTMENT HIGHLIGHTS

POSITIONED FOR GROWTH

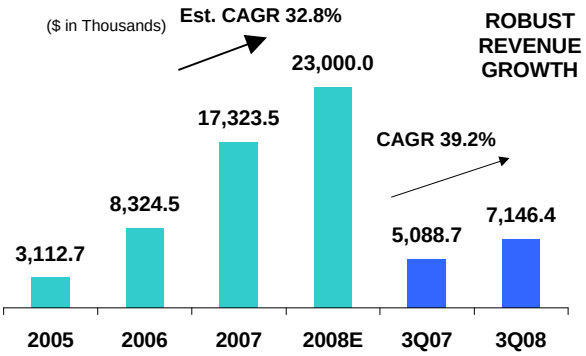
- Target ages 7 to 18 for online and onsite exam oriented training from famous teachers to help them pass two most important exams in their life
- Growing market opportunity due to unevenly distributed education resources & competitive higher education environment
- Target ages 18+ for vocational and English language based training programs necessary for career development and success
- Exponential increase in internet users
- Profitable business model & consistent revenue growth

3Q08 FINANCIAL HIGHLIGHTS

- Net revenue of $7.1 million, up 39.2% from same period in 2007
- Gross profit of $5.8 million, up 41.4%, from same period in 2007
- Net income of $2.8 million, up 27.3% from same period in 2007
- Gross margin of 80.7%
- Cash and cash equivalents of $20 million
- Working capital of $21.7 million
- No long term debt



STRONG GROSS MARGIN



THE CORE BUSINESSES

EXAM-ORIENTED

www.edu-chn.com: ages 7 to 18

- Over 300,000 sets of exam-oriented testing papers and courseware for middle and senior high school
- Rechargeable Student Learning Card for easy access to downloadable materials and online classrooms

"**On-site Tutoring: ages 7 to 18**

- Heilongjiang Zhonghe Education Centre provides face-to-face tutoring services from highly regarded instructors to students at 80 modern classrooms

VOCATIONAL EDUCATION

- Career training to graduates ages 18+
- Offer IT training, accounting, foreign language programs
- Targeting acquisitions to rollout vocational business
- Cooperating with NAVEC on the million college graduates employment project, building student online profile and connecting with company's HR department, providing student employment service for millions of colleges

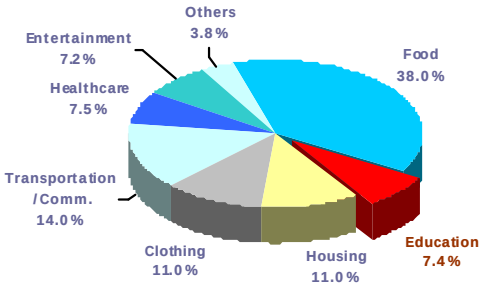
ENGLISH TRAINING

- English language proficiency for ages 18+
- Provide comprehensive training with Native, North American English instructors
- Own and maintain 6 WECL branches
- Expect an additional 4 WECL branches by end of 2008 and an additional 10 by end of 2009
- Please visit www.chinateaching.com

"Our mission is to promote distance learning development throughout China. We are committed to improving the efficiency and effectiveness of Chinese elementary education, higher education, vocational education, and professional continued education by utilizing our various on-site and online programs. We are integrating our plan with the international education system by engaging a nationwide team of elite teachers and providing top-quality educational resources, products, and services." - *Mr. Xiqun Yu, Chairman of the Board, Chief Executive Officer and President, China Education Alliance, Inc.*

TARGET HIGH GROWTH MARKETS

Chinese Family Disposable Income Spending in 2006



Source: China Statistical Yearbook Abstract 2007

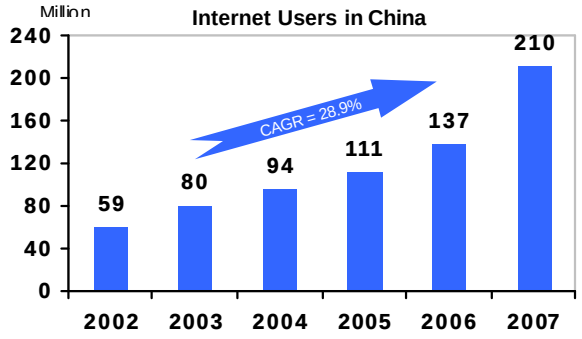
EXAM ORIENTED MARKET: AGES 7—18

- Target students ages 7 to 18 to provide supplemental exam oriented training to prepare for state-wide examinations
- Three decades of "one-child" policy results in high percentage of disposable income invested in only child
- Chinese culture correlates level of education with success
- In 2006, average educational expenditures per capita was RMB804 billion (approx $100 billion)

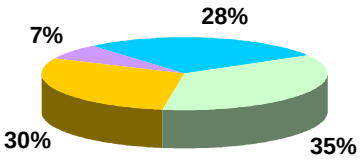
VOCATIONAL & ENGLISH LANGUAGE TRAINING MARKET: AGES 18+

- Target adults ages 18+ to provide IT vocational training and intensive native, North American English language training
- High unemployment rates increase demand for additional job training
- Strong, growing market for adults seeking to study abroad or work in foreign owned corporations

Internet Users in China



2005 China Internet User Breakdown



Total Internet Users = 111 million

- **Students (Users of exam-oriented education)**
- **Corporate employees (Users of professional education)**
- **Unemployed (Users of professional education)**
- **Other**

- CAGR of 28.9% in China-based Internet Users from 2006 - 2007
- Increase in Internet users drives brand awareness
- Heightened per capita spending on education and internet provides high growth potential, particularly with users of exam-orientated and professional education

WELL-ESTABLISHED MARKET SHARE

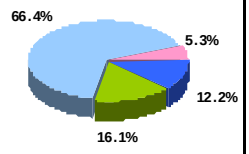
Domestic Markets

- Dominant market position in Heilongjiang Province
- Online education expands from dominant market to Jilin, Liaoning, Inner Mongolia
- Vocational training - nationwide
- On-site tutoring services and employment training - nationwide
- Existing 6 WECL language training Centers - Beijing, Qingdao, Yantai, and Xiamen; New branches – Highly developed cities in China
- Newspaper business - Heilongjiang province, expand nationwide

REVENUE & GROWTH STRATEGY

Products and Services	Revenues (2007)
Online material and education	11,505,336
On-site tutoring	914,229
Vocational education	2,118,371
Others	2,785,598
Total	**17,323,534**

Revenue Breakdown (2007)



- Online material and education
- On-site tutoring
- Vocational Education
- Others

- Target ages 7 to 18 to replicate on-line exam oriented business model, and expand market share to include underpenetrated markets and provinces
- Expand on-site tutoring business to supplement online education business by targeting acquisition candidates to grow geographically
- Target ages 18 + to offer employment training programs and language training in highly populated areas, establish employment database
- Greatly increase brand awareness through strategic marketing, web campaigns and newspaper advertising

CORPORATE INFORMATION

Executive Management and Board of Directors:
Mr. Xiqun Yu, Chairman, Chief Executive Officer & President
Ms. Susan Liu, Chief Financial Officer
Mr. James Hsu, Independent Director
Mr. Ansheng Huang, Independent Director
Mr. Liansheng Zhang, Independent Director

Corporate Headquarters:
58, Hengshan Road
Nangang District
Harbin, China 150090
Beijing Office: 86-10-87240586
Harbin Office: 86-0451-87000662

Stock Info:
Ticker: CEUA.OB
Stock Price: $1.60
Market Cap: $35.03M
*As of 11/14/08

Investor Relations Contact:
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lni@theruthgroup.com