

PRESS RELEASE

Kuala Lumpur, Tuesday 1 April 2008 - As part of its expansion, diversification and internalization plans to cope with the increasing demand for quality education in the region, and to promote Malaysia as a regional education hub, HELP University College will be opening a new state of the art 'Green Technology' Campus in Subang 2.

HELP University College's official launch of the new campus and 22nd Anniversary was officiated by the Deputy Minister of Higher Education, Yang Berhormat Dr Hou Kok Chung at Shangri-la Hotel today.

The new campus in Subang 2 is strategically located between Kota Damansara, Subang, Sungai Buloh, and Shah Alam. It is easily accessible by six-lane major highways and is 25 minutes away from the city centre.

Using the concept of an iconic “Contemporary Responsible Tropical Architecture”, some of the differentiating features include permeability- which permits the free flow of wind and light, and visual sweep of campus and its surrounds; lightness and openness – where the roofs float above ceilings to imbue a sense of lightness to the structures; filtered breathing and views- the use of pergolas on rooftops and wall louvers to give filtered views. The Green Architecture also permits rain and solar harvesting and use, water curtains, saving of water and energy.

"As a social business enterprise, students and parents' views will be seriously considered. A team of creative educationists, architects and technologists have worked on the design to make the campus a true icon. We felt it was apt to design a new campus that will utilize the harness of energy and resources efficiently", says Dr Paul Chan, President and Co-Founder of HELP University College.

"Many universities such as Oxbridge with beautiful gothic architecture are designing modern buildings that can accommodate the needs of modern society. They are not looking back into the past, but forwards and into the future. Likewise we choose to build a campus with humanized technology and seamless connectivity."

The fully integrated 24-acre campus, which will be built to accommodate approximately 13,000 students, will include accommodation for a quarter of its population. Recreational facilities for the well being of students include swimming pool, art museum, Education Exhibition Center, open amphitheaters and ample parking facility for up to 4000 vehicles. Staff needs are also taken care of, including housing needs for local staff, visiting scholars and professors to promote research and development.

Developed by Merge Housing Berhad, Mr Lee Kuang Chong, Managing Director of Merge Housing Berhad says, "This collaboration will help the engineering of a creative Green Technology Campus. This will be an icon that will be emulated with other parts of Asia and this will definitely energize Subang 2 as an education and intellectual hub, bringing in a new community and rented ambience for the people"

ENDS

About HELP University College

A model of excellence and achievement

Ever since its founding in 1986 to provide affordable quality educational opportunities for Malaysians, HELP University College has developed into the leading institution of higher learning in Malaysia. By upholding vigorous standards and setting benchmarks in many areas, HELP has achieved many successes and won plaudits and respect from many quarters, at home and abroad, making it a preferred partner in many areas of endeavour and cooperation. The quality of education imparted by HELP ensures that its graduates are preferred over others for employment by multinational companies and employers. Besides recording many unique successes and accomplishments across disciplines, HELP has made many path-breaking breakthroughs and broken many records, setting new trends and standards. It has become a model for successful edupreneurship and as a social business enterprise.

For more information about HELP University College, please visit www.help.edu.my

Media Relations

Juliet Chan
Manager
Corporate Communications Dept.
HELP University College
Email: chanjq@help.edu.my
Mobile: 012 6250207

Asha Nair
Senior Executive
Corporate Communications Dept.
HELP University College
Email: ashanc@help.edu.my
Mobile: 017 3311413