

Best in Class Expands to Provide Premier Supplemental Education to More Families in the Bay Area

First-Rate Education System Expands Presence in California, Opens Tenth Location in the Golden State

SEATTLE – Best in Class Education Center (Best in Class), a top-of-the-line education enrichment program that focuses on math and English, is proud to announce its newest opening in Pinole, California. The new location will be spearheaded by existing Best in Class franchisee Kevin Lee and his Best in Class tutor, Ramandeep Kaur.

Lee and Kaur will be opening their new location at 2801 Pinole Valley Road, Suite 206 on February 21, 2015. To celebrate, Best in Class will be hosting a Grand Opening event on February 21st from 10 a.m. to 4 p.m. Families are encouraged to stop by to tour the facility and take advantage of free assessment tests (\$50 value), two free lessons in either math or English Enrichment, and a waived registration fee for parents who register their children for classes (\$50 value). New students will receive a free school bag. Snacks and refreshments will be provided.

“Ramandeep has been with Best in Class for nearly a decade and it’s inspiring to see such a young entrepreneur fulfill her dreams with a brand she knows and passionately believes in,” said Hao Lam, Founder and CEO of Best in Class. “Ramandeep and Kevin have always put the success of their students first, and we look forward to celebrating all the academic accomplishments their students will experience.”

Kaur is a young entrepreneur and at the age of 26 will be opening her own business with the hopes of expanding the brand in the Bay Area. While pursuing her English degree at the University of California at Berkeley, Kaur joined Best in Class as an English tutor at one of Lee’s locations. Some of Kaur’s duties at Best in Class included managing students and teachers in the English department, as well as hiring and training staff at Lee’s



locations in Oakland and San Francisco. After seven years as an employee, Kaur decided she wanted to open her own Best in Class location and partnered with Lee, a Best in Class franchisee since 2006.

“The opening of this location has been a dream of mine and I’m very honored to partner with Kevin in opening my first Best in Class location,” said Kaur. “I’m very proud to be part of a brand that instills quality education in students and one that has proven time and time again that a strong curriculum and attention to individual needs can produce phenomenal results.”

This opening comes on the heels of one of the most successful grand openings in Best in Class history, with franchisee Kelly Chen’s January Grand Opening in San Francisco’s Excelsior District. Collectively these three franchisees will work to generate further brand awareness and share Best in Class services with more Bay area students, as the brand eyes at least 8 additional locations in the market.

The brand’s ability to grow and develop successfully



in both new and existing markets is due to the recognizable achievements students have experienced at the centers. To motivate and help students develop comprehensive analytical skills, Lam and his team have created programs that emphasize understanding and long-term retention through a tailored curriculum. This attention to individualized needs has helped Best in Class position itself as the industry’s leading provider of complementary education to students in elementary, middle, and high school.

“Best in Class has continued to grow in the Bay Area and our dedicated family of franchisees is at the corner stone of this growth,” said Lam. “We look forward to our future growth both in California and on a national scale.”

Best in Class currently has 30 centers open in California, Maryland, Ohio, Oregon, Washington, Texas, and Nevada. The premier option in supplemental education is currently looking to expand in Texas and California as well as the tri-state area of Virginia, Maryland, and the District of Columbia.

Best in Class—Pinole Opening—Adventorial

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