

NYSE Arca Welcomes China Distance Education Holdings Ltd.

New York, July 30, 2008 – NYSE Arca, NYSE Euronext’s fully electronic market for emerging issuers, today welcomed its first Chinese initial public offering, China Distance Education Holdings, a leading provider of online education in China focusing on professional education. Beijing-based China Distance Education Holdings listed its American Depositary Shares on NYSE Arca under the ticker symbol “[DL](#)” after its successful IPO in which it raised \$61.25 million.

To celebrate the occasion, China Distance Education Holdings Co-Founder, Chairman and CEO Mr. Zhengdong Zhu, accompanied by company executives, rang The Opening BellSM at the New York Stock Exchange joined by Duncan L. Niederauer, NYSE Euronext CEO.



“We are pleased to welcome China Distance Education, the first Chinese company to list its initial public offering on NYSE Arca,” said Catherine R. Kinney, NYSE Euronext Group Executive Vice President and Head of Global Listings. “NYSE Euronext looks forward to providing China Distance Education and its shareholders with the superior services and global brand visibility associated with listing on NYSE Euronext markets.”

China Distance Education Holdings Co-Founder, Chairman and CEO Mr. Zhengdong Zhu said, "Today represents a significant milestone in our company's history. China Distance Education Holdings Limited is China's largest online education provider focusing on professional education, and our NYSE Arca listing provides a platform to help us realize our growth ambitions and further build our leadership position."

Background on NYSE Euronext-China:

NYSE Euronext has 56 companies listed from Greater China. This includes 41 companies from Mainland China listed on the NYSE, 5 from Hong Kong on the NYSE,

and 5 Taiwanese companies on the NYSE, as well as 3 companies listed on NYSE Arca, and 2 companies listed on NYSE Alternext.

The People's Republic of China is one of the largest sources of listed companies from the Asia-Pacific region, which has a total of 108 companies representing 11 countries. The 56 companies from Greater China represent 51% of the 108 NYSE-listed companies from Asia Pacific region.

The total global market capitalization of the 56 NYSE Euronext-listed companies from Greater China is more than \$1.2 trillion.

About China Distance Education Holdings Ltd.

China Distance Education Holdings Limited is a leading provider of online education in China focusing on professional education. The courses offered by the Company through its websites are designed to help professionals and other course participants obtain and maintain the skills, licenses and certifications necessary to pursue careers in China in the areas of accounting, law, healthcare, construction engineering, information technology and other industries.

About NYSE Euronext

NYSE Euronext (NYX) operates the world's leading and most liquid exchange group, and seeks to provide the highest levels of quality, customer choice and innovation. Its family of exchanges, located in six countries, includes the New York Stock Exchange, the world's largest cash equities market; Euronext, the Eurozone's largest cash equities market; Liffe, Europe's leading derivatives exchange by value of trading; and NYSE Arca Options, one of the fastest growing U.S. options trading platforms. NYSE Euronext offers a diverse array of financial products and services for issuers, investors and financial institutions in cash equities, options and derivatives, ETFs, bonds, market data, and commercial technology solutions. As the world's largest exchange group by number of listings and market capitalization, NYSE Euronext is home to over 4,400 listed companies representing a combined \$26.7 / 17.1€ trillion (as of June 30, 2008) in total global market capitalization, more than four times that of any other exchange group. NYSE Euronext's equity exchanges transact an average daily trading value of approximately \$157.0 / 102.7€ billion (as of June 30, 2008), which represents more than one-third of the world's cash equities trading. NYSE Euronext is part of the S&P 500 index and the only exchange operator in the S&P 100 index. For more information and free real-time stock prices for all NYSE-listed securities, please visit www.nyx.com.