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## **Chairman and CEO of China Distance Education named “Brand Person of the Year”**

Beijing, PRC – December 30, 2008 – China Distance Education Limited (CDEL) (NYSE Ticker: DL) is pleased to announce that its Chairman and CEO, Mr. Zhengdong Zhu, was named the “Innovative Person of the Year” and the “Education Industry Brand Person of the Year” at the 2008 “Brand Person of the Year” awards ceremony hosted by the Brand China Industry Alliance and the Sanya Municipal Government. The annual ceremony, held this year in the city of Sanya, Hainan province, honors the most influential people of the year cited for their achievements in business or personal branding.

### **About the “Brand Person of the Year” Award**

The Brand China Industry Alliance “Brand Person of the Year” award is an influential and well recognized annual event, celebrating achievements and contributions made by individuals in the branding of China as a country. The theme of the 2008 awards was “who has gained the most respect for China in 2008”. “Responsibility”, “Power”, “Influence”, “Vision” and “Impetus” were the main criteria for recognition. Other award winners cited for their achievements in branding in 2008 included the Olympic Torch carrier who carried the Olympic Torch to the top of Mount Everest, the Mayor of Dalian City and various CEOs of the influential businesses in China. Past recipients have included business leaders from such companies as Lenovo and New Oriental, and other prominent public figures.

### **About China Distance Education Holdings Limited**

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.

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