

Ambow Education Holding Ltd. Celebrates IPO and First Day of Trading on the NYSE

NEW YORK, August 5, 2010 – Ambow Educational Holding Ltd. today began trading on the New York Stock Exchange under the ticker symbol “AMBO” after its successful initial public offering in which it raised a total of \$107 million in proceeds.

“The IPO and NYSE listing of Ambow is a positive development for China, the US and markets globally,” said Ronald Kent, EVP and Head of International Listings, NYSE Euronext. “This listing affirms the interest and confidence investors place in Chinese companies listing on our markets. We look forward to welcoming more listings from China on NYSE Euronext markets.”

Headquartered in Beijing, China, Ambow is a provider of educational and career enhancement services in the region.

Ambow’s President and Chief Executive Officer Dr. Jin Huang, joined by company executives, rang today’s NYSE Opening Bell.

With the NYSE listing of Ambow, NYSE Euronext markets currently list approximately 90 companies from the Greater China Region.

About Ambow Education Holding Ltd. (NYSE: AMBO)

Ambow Education Holding Ltd. (NYSE: AMBO) is a leading national provider of educational and career enhancement services in China, offering high-quality, individualized services and products. Ambow has two business divisions: “Better Schools,” which includes K-12 schools and tutoring centers; and “Better Jobs,” which includes colleges and career enhancement centers. With its extensive network of regional service hubs complemented by a dynamic proprietary learning platform and distributors, Ambow provides its services and products to students in 30 out of the 31 provinces and autonomous regions within China.

About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company’s exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext’s equities markets – the New York Stock Exchange, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca – represent one-third of the world’s equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world’s second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: <http://www.nyx.com>.

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This press release may contain forward-looking statements, including forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements include, but are not limited to, statements concerning NYSE Euronext’s plans, objectives, expectations and intentions and other statements that are not historical or current facts. Forward-looking statements are based on NYSE Euronext’s current expectations and involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied in such forward-looking statements. Factors that

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