

April 3, 2017



UMeWorld Launches China's First Standardized, K12 Private Tutoring Platform

HONG KONG, CHINA / ACCESSWIRE / April 3, 2017 UMeWorld (OTC PINK: UMEWF) is very pleased to announce the launching of UMTang™, China's first standardized, K12 Teacher Platform, which is poised to revolutionize private tutoring in China.

UMTang is an "Uber-like" tutoring platform, that matches qualified teachers with K-12 students. Unlike other online learning platforms, a qualified teacher can only join UMTang if their learning facility is physically located within walking distance of a community K-12 school. Each UMTang location typically services six to eight K-12 students, and utilizes the Company's proprietary online tools and courseware to ensure teaching excellence. The main incentive for teachers to join UMTang is that they keep 80% of the facility's gross revenue and are not burdened with the task of soliciting students for enrolment, enabling them to focus exclusively on teaching. In addition, they gain access to the Company's educational resources, academic network, and advanced technology, enabling them to offer value-added courses to their students.

According to a recent research report by the China Education Association, after-school tutoring is the largest segment of the non-formal education market in China, totalling revenues of \$116 Billion USD in 2016. In that year, upwards of 8 million private tutors and 137 million students participated in after-school teaching. However, the K-12 private tutoring industry is fragmented into a multitude of individuals, as well as small and medium sized businesses, competing fiercely for market share. This competition and the lack of standardization has led to parental concerns regarding teacher qualifications and a dissatisfaction with high instructor turnover rates.

The UMTang solution is designed not only to address these common issues facing the private tutoring business, but also to offer many unique features not provided by these traditional tutoring enterprises. The Company ensures that each UMTang teacher possess a valid government issued teaching license. This assures parents that UMTang teachers have the content knowledge and communication skills to effectively mentor their children. Other unique features include weekly assessments via UMFun, on-demand student progress reports and additional proprietary curricula such as design thinking, STEM, painting & computer coding course work. UMTang teachers not only guide students towards academic excellence, but also provide additional interdisciplinary learning skills, enabling UMTang students to develop the necessary knowledge to excel in a post-secondary curriculum.

UMeWorld is positioning itself to become the largest K12 private tutoring platform operator in China. To that end, the Company plans to tap into UMFun's 14,000,000 K12 user base and convert 1,000,000 users into UMTang students.

About UMeWorld

UMeWorld is an internet technology company with a focus on the K-12 education market in China. UMFun, the Company's K-12 flagship product, is a cloud-based, adaptive learning and assessment platform that can intelligently analyze and adapt to a student's performance and personalizes the delivery of proprietary educational items in accordance with the student's learning needs. UMFun's off-school version is made available to Chinese K-12 students through China Mobile, the world's largest mobile service provider by network scale and subscriber base, serving over 823,000,000 customers.

Forward Looking Statement

This press release includes forward-looking statements. These statements may be identified by words such as "feel," "believes," "expects," "estimates," "intends," "should," "is to be," or the negative of such terms, or other comparable terminology. Forward-looking statements are statements that are not historical facts. Factors that could cause actual results to differ materially include, but are not limited to: our limited operations and need to expand in the near future; the potential lack of market acceptance of our products; potential competition; our inability; our inability to raise additional capital to fund our operations and business plan; our ability to continue as a going concern; our liquidity and other risks and uncertainties and other factors discussed from time to time in our filings with the Securities and Exchange Commission ("SEC"), including our annual report on Form 20-F filed with the SEC. UMeWorld Limited expressly disclaims any obligation to publicly update any forward-looking statements contained herein, whether as a result of new information, future events or otherwise, except as required by law.

For more information, please contact:

Ruby Hui, Executive Vice President

UMeWorld Limited

E-mail: info@umeworld.com

Website: www.umeworld.com

Telephone: (86) 020-892-37947

SOURCE: UMeWorld Limited