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UMeWorld Partners with Carnegie Speech to Launch English Language Speaking & Listening Solutions in China

Hong Kong, China (FSCwire) - UMeWorld Limited (OTCQB: UMEWF) today announced a partnership with Carnegie Speech to launch their NativeAccent® online English assessment and training program in China. UMeWorld intends to market NativeAccent® with its collaborator, South China Normal University (SCNU), as previously disclosed. SCNU provides the expertise to rebrand and localize NativeAccent® for the Chinese market. Further, students who complete NativeAccent® will receive a Certificate of Completion endorsed by SCNU, including a seal of approval. The SCNU certification validates the proven effectiveness of NativeAccent® and provides Chinese employers with an assurance of the certificate holder's spoken English competency.

NativeAccent® is Carnegie Speech's online adaptive-learning program, which helps students improve their spoken English language and listening assimilation skills. Using advanced speech recognition and intelligent tutoring technologies developed by Carnegie Mellon University, NativeAccent® analyzes each student's spoken English and determines their individual strengths and weaknesses. The program then creates a customized learning plan for each student, maximizing learning gains and minimizing study time.

"NativeAccent has helped students consistently double their English speaking proficiency globally," said Angela Kennedy, CEO of Carnegie Speech. "We are thrilled to be working with strong partners like UMeWorld and SCNU to localize the product in order to maximize the learning gains of Chinese students."

Mobile network operators, such as China Mobile, are now major distributors of digital English language learning products to their subscribers. UMeWorld intends to leverage their existing partnership with China Mobile and its 1.26 million growing UMFun K-12 education platform user base to introduce NativeAccent® to Chinese consumers.

Ruby Hui, Executive Vice-President of UMeWorld comments, "This expansion into the English language learning market is consistent with the Company's 2015-2016 growth strategy of embracing and expanding cross-selling and up-selling opportunities."

The China Ministry of Education estimates that there are over 400,000,000 individuals seeking to obtain English language proficiency in that country. Although such proficiency is mandated as part of the curriculum for students in K-12, demand for English language competency by those individuals outside the educational system has been largely unmet. English learning demands in China are expected to grow in tandem with China's ongoing

economic growth, as increasing numbers of Chinese citizens are exposed to bilingual work environments at home and are given the opportunity of pursuing international education and travel opportunities.

About Carnegie Speech

A global leader in the development of spoken language training software, Carnegie Speech prepares individuals and enterprises to speak and understand new languages through personalized, immediate and pinpointed language analysis and instruction. Incorporating the linguistic expertise and technical innovations developed through decades of research at Carnegie Mellon University's Language Technologies Institute, Carnegie Speech maximizes the effectiveness of spoken language instruction while minimizing training time and expense. From spoken language training to facilitate commerce and enhance education, to mission-critical communications to improve safety and security, Carnegie Speech products are used in Business, Aviation, Government, Education and Health Care enterprises that depend on effective spoken language communications. Visit www.carnegiespeech.com for more information.

About South China Normal University

Founded in 1931 and formerly known as South China Teacher's College, South China Normal University is a prestigious educational institution in Guangdong Province and a member of "Project 211." It is a comprehensive University, offering a diversity of degree programs in many disciplines including philosophy, economics, law, education, literature, history, science, engineering, and management.

About UMeWorld Limited

UMeWorld is an internet technology company with a focus on the education market in China. UMFun, the Company's K-12 flagship product, is a cloud based, patent-pending, 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 801,000,000 customers.

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