



September 22nd, 2008

To all professors and students,

**Win the game and get free airline tickets to New York !**  
**'College Bowl Quiz Event'**  
**hosted by Shinsei Bank x The Wall Street Journal Asia**  
**and supported by the Ministry of Education**

We are pleased to introduce details of our upcoming 'College Bowl Quiz Event', hosted by Shinsei Bank and The Wall Street Journal Asia. This is a quiz event open to teams from the participating universities in Tokyo. Airline tickets from Continental Airlines to New York will be awarded to all members of the winning team as the 1<sup>st</sup> prize and the names of the winners (team, students and university) will be listed in The Wall Street Journal Asia. To participate, all you have to do is form a team and register. Winning teams will win prizes and more so apply now! Please find more details below.

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Date: November 15<sup>th</sup> (Saturday) Opening: 12:00 Closing: 17:00

Venue: Shinsei Bank 1<sup>st</sup> floor Shinsei Hall (2-1-8 Uchisaiwai cho, Chiyoda-ku)

Panel of Judges: Representatives from the Ministry of Education, Shinsei Bank, and The Wall Street Journal Asia, Special Guests - Kurara Chibana and Bobby Valentine (to be confirmed).

For contestants:

Each team should consist of 5 students, with a mixture of men and women, and up to 1 non-Japanese student per team is acceptable. All students, graduates and undergraduates may apply. For fairness, we will accept only one English native speaker per team. (Note: Please wear casual clothes and sport shoes.)

Closing date for team registration: October 10<sup>th</sup> (Friday) \* Numbers are limited, so please apply as soon as possible. If one university has more than 2 entries, we will contact you separately.

Quiz content:

Questions will be based on articles from The Wall Street Journal Asia between Oct 1<sup>st</sup> to Oct 31<sup>st</sup> 2008 and will be in a multiple-choice format with 3 possible answers. To prepare, we strongly encourage students to read The Wall Street Journal Asia carefully. The competition will consist of 3 rounds, and the top 5 teams will be selected by scoring the total number of points from all 3 rounds. (Note: Quiz content is subject to change.)

- Round 1) The first team to answer a question correctly will score points. (Points will be deducted for incorrect answers.) – approx. 15 min.
- Round 2) Within a set time, each member of the team have the chance to answer 2 questions individually. Each score will be counted for the team. – 5 questions \* 2 sessions, approx. 30 min.
- Round 3) The surviving teams will be given one issue of The Wall Street Journal Asia. The team will find the right answer from the articles of the newspaper within a set time. – 5 questions, approx. 30 min.

**1<sup>st</sup> prize:** Free Continental Airline tickets to New York will be awarded to each member of the winning team (excluding tax, insurance, surcharges.) The next best 4 teams will also receive special prizes.

All participants will receive a complimentary bag containing a T-shirt, notebook and pen and folder from The Wall Street Journal Asia.

Any supporters including cheerleaders are very welcome. Deans and professors are also welcome to attend as guests.

For applications and enquiries, please contact Masumi Obi or Miki Kogiso at Dow Jones Japan K.K.  
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