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Hobsons and HACU Partner to Publish Hispanic School District Guide

New college guide to help schools reach college-bound Hispanic students in southern California

CINCINNATI (March 10, 2008) – Hobsons, a leader in Hispanic college-bound student publishing, today announced their partnership with the **Hispanic Association of Colleges and Universities (HACU)** to produce a college guide specifically for Hispanic students in southern California. *The Hispanic Association of Colleges and Universities High School District Guide – California Edition*, will be released in 2009, and will include content specifically benefiting California Hispanic high school students.

Hobsons will distribute copies of the guide to every student in the Anaheim Union High, Chino Valley Unified, and Garden Grove Unified school districts. These school districts encompass some of southern California's growing Hispanic areas, all with more than 50 percent Hispanic populations. Counselors will be able to request additional free copies through an order form on Hobsons' CollegeView.com Web site.

The Hispanic Association of Colleges and Universities High School District Guide – California Edition 2009 will provide students with information about colleges that actively recruit Hispanic students throughout the country. All content is written in both English and Spanish to ensure that students and their families have access to the pertinent information included in the guide.

The guide will also provide valuable information about campus life and experiences from students at campuses across the Midwest, as well as editorial content from Hobsons about HACU, the college search process, financial aid, and scholarship information. This valuable information helps students learn more about college in general, as well as pinpoint an institution where they will succeed.

"With the school districts targeted by this new guide having very significant Hispanic populations, our guides will help students and their parents find college information specific to their needs simply and effectively," said Craig Heldman, President, Hobsons U.S. "This new

guide will be a valuable tool for educators and students alike, giving them valuable information for the unique needs of Hispanic students.”

“The Hispanic population continues to be the largest and fastest-growing minority group in the United States, and with that growth, there is a continued need for resources to educate students about college choices,” said HACU President & CEO Antonio Flores. “The addition of these California school districts to the students across the country already receiving regional editions of the *College-Bound Hispanic Student Guide* offers a way for institutions to reach talented students in a region where the Hispanic population is growing the fastest.”

Colleges and universities interested in participating in this publication should contact Domestic National Sales Manager Chris Zahumensky at (800) 927-8439, ext. 6055. High school educators and counselors who would like more information on the products and services Hobsons provides should visit www.hobsons-us.com.

About Hobsons

Headquartered in Cincinnati, Ohio, Hobsons U.S. has partnered with colleges and universities to enhance and empower institutions' enrollment and admissions efforts. Through domestic, international, and graduate publishing products for students, as well as Web sites & enrollment technology solutions for schools, Hobsons U.S. helps colleges and universities to elevate their enrollment strategies efficiently, effectively, and easily. Hobsons U.S. is the North American division of Hobsons Global, which is the leading provider of global education and careers information, services, and research. For more information, please visit www.hobsons-us.com.

About HACU

The Hispanic Association of Colleges and Universities (HACU), was established in 1986 with a founding membership of 18 institutions. Today, HACU represents approximately 450 colleges and universities committed to Hispanic higher education success in the United States, Puerto Rico, Latin America, Spain, and Portugal. Although HACU member institutions in the United States represent less than ten percent of all higher education institutions nationwide, together they are home to more than two-thirds of all Hispanic college students. HACU is the only national association that represents Hispanic-Serving Institutions (HSIs). For more information, visit www.hacu.net.

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