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Hobsons EMT partners with OmniUpdate to Add Instant Chat and Social Networking Products to OmniUpdate's Offering

Hobsons Expands their Social Networking Partnership

CINCINNATI –March 3, 2008—**Hobsons U.S.**, a leading provider of enrollment management solutions for higher education, today announced a reseller partnership with **OmniUpdate** to add EMT Instant Chat and EMT Social Networking to OmniUpdate's product line.

EMT Instant Chat is an instant messaging application which runs through a Web browser allowing students the convenience of accessing the features from any where in the world. The system operates by displaying a "chat with us" button on the college or university's home page when an operator is available to speak with prospective students. When the button is pressed the program invites prospective students to engage in a chat session. If an operator is not present when a session is trying to be engaged, the institution can choose to leave an automated message giving popular institutional information to students. Administrators can customize required fields such as name and e-mail address, and chat windows are branded to match the college Web site.

EMT Social Networking is a private and closed social network, enabling colleges and universities to create an environment around the topics students care about. The invitation-based social network offers all the standard online community functions such as blogs, picture sharing, buddy lists, and more. Branded to fit the look and feel of the client site, the moderation option also enables schools to ensure that the process is safe for both students and the school.

"We chose to partner with OmniUpdate because we have the greatest respect for their Web CMS technology. OmniUpdate's approach to both the higher education marketplace and software as a service (SaaS) is similar to our own," said Sasha Peterson, Vice President of EMT Sales and Services, Hobsons EMT. "We're excited about this collaboration between two industry leaders, and our ability to offer best of breed technologies together in our joint marketplace."

Lance Merker, president and CEO of OmniUpdate, added that "OmniUpdate is excited to be working with Hobsons EMT to expand the social networking tools available through our Web CMS. This partnership is a testament to our continued focus on providing top notch Web solutions specifically designed for the needs of colleges and universities."

About Hobsons EMT

Hobsons EMT, a division of Hobsons U.S., produces Web-based cross-media software solutions designed to improve the efficiency of the modern college admissions office. Offerings include EMT Connect Admissions, EMT Retain, EMT ApplyYourself, and EMT Chat University. These modules work

together or independently to help schools elevate their enrollment strategies efficiently, effectively, and easily. For more information, please visit us at www.hobsons-us.com/emt.

About OmniUpdate, Inc.

For nearly 25 years, OmniUpdate, Inc. (formerly known as WebsiteASP and Mainstay) has produced desktop and client-server applications. Today, OmniUpdate's web content management products are currently used to manage over 450 college and university websites, affecting over 3 million web pages.

For more information, visit www.omniupdate.com.