

Media Contacts:

Sara Snyder
Hobsons U.S.
513.924.3242
ssnyder@hobsons-us.com

Hobsons and TuitionCoach Partner to Provide Financial Aid Information

CINCINNATI (January 28, 2007) – **Hobsons** announced today a new partnership with The College Company's **TuitionCoach** to provide those that visit *CollegeView.com* the opportunity to use multiple tools to successfully understand the cost of higher education and college financial aid packages.

CollegeView.com, Hobsons' flagship Web site for students, will now feature interactive calculators and financial aid advice from experts provided by TuitionCoach. Convenient for students, teachers, and parents, this content will allow visitors to learn more about financial aid packages, how to compare offers, and how to manage numerous financial aid deadlines. Content could include:

- Use of TuitionCoach's college cost calculator
- Easy to use electronic financial aid worksheets
- College planning calendar that reminds students when financial aid and other forms are due
- A comprehensive dictionary of financial aid and other important college search terms
- A community forum where students can speak about their individual college search experience

This new content will offer those visiting *CollegeView.com* the opportunity to satisfy all of their higher education information needs conveniently in one place.

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“Our partnership with TuitionCoach allows students to prepare effectively for the cost of pursuing a higher education thanks to comprehensive information from financial aid experts,” said Craig Heldman, President, Hobsons U.S. “This goes hand and hand with Hobsons commitment to empower and educate students with information to help them achieve college admission and enrollment.”

“By working with Hobsons and integrating our tools with their leading college search site, we can deliver unique features that will help students to find a way to afford the college of their dreams,” said Monisha Perakash, CEO, The College Company. “We look forward to helping hundreds of thousands of students achieve enrollment in the right college or university for their needs.”

Institutions interested in learning more about the Hobsons and TuitionCoach partnership can contact info@collegecompany.com or visit www.hobsons-us.com.

About Hobsons

Headquartered in Cincinnati, OH, 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 enrollment technology and student retention solutions for institutions, 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 us at www.hobsons.com/us.

About TuitionCoach

TuitionCoach (<http://www.tuitioncoach.com>) is a personalized internet-based program created by The College Company that guides families step-by-step through the college financial aid process, offering: expert tips for completing financial aid applications; guidance to maximize financial aid eligibility; suggestions to avoid common mistakes on financial aid forms; a personalized assessment of a student’s financial aid award; and suggestions for negotiating a better award, as necessary. TuitionCoach.com’s tools are based on experience derived from Dr. Paul Wrubel, a college funding advisor who has spent 35 years in public education at the secondary school level arming families with the knowledge and guidance to dramatically upgrade their college choices. For more information, please visit www.TuitionCoach.com.

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