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Hobsons *Golden-Tees* It Up for Children's Charity

Sharonville-based educational company raises funds to help improve school facilities in Vietnam

CINCINNATI - Hobsons U.S., a Tri-State educational products and services company, is thinking outside the box to raise money for PLAN, an international nonprofit organization whose charitable efforts contribute to building schools and educational facilities for children in some of the world's poorest countries. Money raised during the Golden Tee tournament and other events throughout the year will help build a school and improve conditions for students in the Tan Long region of Vietnam.

Hobsons employees will donate their time and money to play in a company-hosted Golden Tee tournament, which begins February 5. The company goal is to double its current contributions to PLAN through this event, and, by the end of the year, raise more than \$20,000 in the U.S. alone to finance boarding accommodations for students in the Tan Long region. The Golden Tee tournament is one of many unique ways Hobsons' employees have raised money for PLAN. As an educationally focused company, Hobsons is committed to improving education opportunities around the world.

"Hobsons encourages innovation and creativity within all facets of its business," said Craig Heldman, Hobsons president. "This vision also extends into our philanthropic efforts, so we encouraged our PLAN committee to come up with unique ways to raise funds to educate children around the world."

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This year, Hobsons efforts are focused in the Tan Long region of Vietnam. The sole secondary school in this mountainous region is hard to get to and lacks safe, clean boarding accommodations for children attending school. Over the course of two years, Hobsons intends to fund the building of two boarding houses for more than 100 children, complete with kitchens, toilets, bathrooms and clean water sources, along with a library and first aid station. Hobsons' contributions will also provide students life-skills training courses to raise community awareness of the importance of education.

"Our commitment to education extends beyond the products and services that Hobsons produces," said Heldman. "As a company, we are passionate about empowering education at any level, providing quality learning for every child around the world.

Hobsons is an international educational firm, whose mission is to educate students about college opportunities, as well as aid colleges and universities in recruiting students through Web-based products. This passion for education naturally drew the company to PLAN—since 2001, Hobsons has raised hundreds of thousands of dollars to build schools and essential basic living facilities in South America and Africa through unusual efforts like a chili cook-off, monthly employee trivia, penny wars and donations of all funds from company soda machines.

"Our entire company has gotten behind this fundraising initiative, committing their time, talent and treasure to PLAN in any way they can," said Patrick Oakes, PLAN coordinator for Hobsons. "Our employees truly step up to the plate when it comes to contributing from their own pockets, and they get something back when they see the good that they are doing in the world."

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For more information about PLAN, please visit www.hobsons-us.com or visit www.planusa.org.

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 U.S. 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.

MEDIA ADVISORY

Hobsons' Golden Tee tournament will start Monday, February 5 and continue throughout the month. If you wish to take photographs, interview tournament participants about their commitment to PLAN or need more information, please contact:

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