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Hobsons Releases Telecounseling Product for Higher Education

EMT Telecenter coordinates phone contact with entire communication campaign

CINCINNATI - Hobsons, the largest provider of global education and recruitment information services, has released a new telecounseling product to help clients personalize contact with prospective students using phone communication campaigns. **EMT Telecenter** combines personal phone calls from actual students with efficient technology that captures information for use in other communication efforts, allowing clients to create coordinated communication campaigns that positively impact student enrollment.

EMT Telecenter enables institutions to make the most of telecounseling efforts by converting more prospective students to applicants, encouraging applicants to enroll, conducting phone surveys, and inspiring alumni involvement. EMT Telecenter's Web-based technology allows institutions to easily build and schedule live phone campaigns, manage calls and access important information from virtually any Internet-ready computer, 24 hours a day, seven days a week.

"EMT Telecenter combines the personal touch of traditional telecounseling with the convenience of Web-based technology," said Paul Freedman, Hobsons EMT managing director. "In an age of ever-expanding technology, EMT Telecenter helps institutions maintain one-on-one communication with prospective students, while easily integrating information into existing strategies."

EMT Telecenter is powered by the company's flagship product, EMT Connect – a Web-based e-communication and data management system used by hundreds of campuses nationwide. Through EMT Telecenter, the powerful data shared during conversations can be fed into Connect for use in cross-media communication campaigns. This allows personalized contact with potential students through e-mail, direct mail and other communication efforts. With constantly up-to-date information, schools can ensure their entire communication campaign is coordinated and relevant to individual prospects.

EMT Telecenter was developed in partnership with **Kennesaw State University**, a pioneer in Web-based telecounseling efforts for higher education. Joe Head, dean of university admissions and enrollment, led this partnership with Hobsons, lending his more than 20 years of experience to the development of EMT Telecenter.

“Our partnership with Hobsons on Telecenter has elevated telecounseling to a new level,” said Head. “Telecenter helps Kennesaw State University make that personal touch with potential students, while using technology to gather as much information as we can to make the most of every call.”

Other benefits of EMT Telecenter include unlimited user accounts, multiple system administrators, automated e-mail and direct mail follow-up that is personalized to each contact, and system customization to fit an institution’s unique departmental goals and needs.

Institutions interested in learning more about EMT Telecenter may contact Sasha Peterson, EMT national director of sales and client development, at (800) 927-8439, ext. 4179 or visit Hobsons’ EMT Web site at www.emt.hobsons.com.

About Hobsons



Hobsons EMT, a division of Hobsons U.S., produces totally customizable Web-based software solutions designed to improve the efficiency of the modern college admissions office. Offerings include EMT Connect, EMT Apply, EMT Chat University, EMT Impress, EMT Engage, and EMT Answer. 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.emt.hobsons.com.

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