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## Hobsons and AY Recruiting Solutions Partner To Elevate Online Application Solutions

CINCINNATI (June 22, 2007) – Hobsons EMT announced today a new partnership with AY Recruiting Solutions that combines its leading CRM product with a market leader in online application management. Hobsons' flagship product, *EMT Connect*, will seamlessly integrate with AY Recruiting Solutions' *i-Class* product to provide enhanced data integration and application support for colleges and universities across the country.

"Hobsons EMT is committed to providing robust technology options for institutions across the country," said Paul Freedman, managing director of Hobsons EMT. "The partnership with AY Recruiting Solutions allows our mutual customers to benefit from the combined resources of market leaders to efficiently target prospective students across the country."

Hobsons EMT Connect is a Web-based marketing and communication system, designed specifically for institutions to build, execute, and track the effectiveness of recruitment communication plans. With the power of EMT Connect, colleges and universities can reach students efficiently and effectively through e-mail, direct mail, text messages, phone campaigns, and more.

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The Apply Yourself i-Class suite of products allows institutions to identify target audiences, market its programs effectively, process data quickly, and manage records securely. Among its functions, i-Class ensures that students stay engaged with schools throughout the enrollment process, providing customized messages and feedback as they complete key steps toward application and enrollment.

“We are very excited about this technology partnership,” said Len Metheny, CEO of AY Recruiting Solutions. “This new Web services platform will offer AY customers a seamless integration between i-Class and EMT Connect. Our joint customers will benefit from the ease of data transfer.”

Institutions interested in learning more about the Hobsons EMT and AY Recruiting Solutions partnership can contact Hobsons EMT at (800) 927-8439 or visit [www.hobsons.com/us](http://www.hobsons.com/us).

### **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](http://www.hobsons.com).

### **About AY Recruiting Solutions**

Founded in 1992, AY Recruiting Solutions provides universities, corporations, non-profit organizations, and government agencies a complete suite of services to meet the needs of recruitment professionals. Combining marketing and technology expertise with proven recruitment and enrollment management strategies, AY Recruiting Solutions delivers all the resources necessary for the entire recruitment process from first contact through to enrollment.

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