

THE 2008 KAPLAN/NEWSWEEK "HOW TO GET INTO COLLEGE" GUIDE NAMES AMERICA'S 25 HOTTEST SCHOOLS

New Guide Offers Expert Strategies from Admissions Officers, Insights from Current College Students, Financial Aid Guidance and More

New York, August 13, 2007 – With record breaking application statistics – an estimated 2 million and growing – and unprecedented competition to get into top schools, today's college-bound students face an admissions landscape more challenging than ever before. To make matters even more daunting, today's teens face not only the traditional challenges of high-stake admissions tests like the SAT and ACT, financial aid confusion, and deciding whether to study away or close to home - but also new issues such as changing early admissions policies, the growing impact of Facebook and student bloggers, and heightened security concerns.

Combining the leadership of nearly 70 years of college admissions expertise with the journalistic excellence of the nation's top newsweekly magazine, the 2008 Kaplan/Newsweek "How to Get into College" Guide – on sale August 20 – provides an in-depth guide to navigating the increasingly complex college admissions landscape. From guidance on the admissions process (What are the advantages of applying early?) to insights on school trends (What role does religion play on campus? What can Facebook do for/to new students?) to current student perspectives on campus (Is Greek life the right personal fit? How do you know if campus is safe enough?), the 2008 Kaplan/Newsweek "How to Get into College" Guide is designed to help college bound students and their families by illuminating issues and opportunities that await them.

This year's guide also features "The 25 Hottest Schools in America": schools that all offer top academic programs but are also generating extra buzz this year, whether due to recent events, trend-setting initiatives or other:

- ❖ Babson College, "Hottest for Business," Babson Park, MA
- ❖ Bates College, "Hottest for No SAT or ACT Needed," Lewiston, ME
- ❖ California Institute of Technology, "Hottest for Science and Engineering," Pasadena, CA
- ❖ Centenary College of Louisiana, "Hottest Liberal Arts School You Never Heard Of," Shreveport, LA
- ❖ Claremont McKenna College, "Hottest for Election Year," Claremont, CA
- ❖ Cooper Union for the Advancement of Science and Art, "Hottest for Free Tuition," New York, NY
- ❖ Cornell University, "Hottest Ivy," Ithaca, NY
- ❖ Eastman School of Music, "Hottest Music School," Rochester, NY
- ❖ Fordham University, "Hottest Catholic School," New York, NY
- ❖ Georgetown University, "Hottest Big City School," Washington, DC
- ❖ Harvard University, "Hottest for Rejecting You," Cambridge, MA
- ❖ Johns Hopkins University, "Hottest for Pre-Meds," Baltimore, MD
- ❖ Morehouse College, "Hottest Men's College," Atlanta, GA
- ❖ New Mexico Institute of Mining and Technology, "Hottest in the War on Terrorism," Socorro, NM
- ❖ Princeton University, "Hottest for Liberal Arts," Princeton, NJ
- ❖ Queens College, "Hottest for First-Generation Students," Queens, NY
- ❖ Smith College, "Hottest Women's College," Northampton, MA
- ❖ St. Mary's College of Maryland, "Hottest for Loving the Great Outdoors," St. Mary's, MD
- ❖ State University of New York at New Paltz, "Hottest Small State School," New Paltz, NY
- ❖ Tulane University, "Hottest on the Rebound," New Orleans, LA
- ❖ University of California – Los Angeles, "Hottest Mega-University," Los Angeles, CA
- ❖ University of Florida, "Hottest for Sports Fans," Gainesville, FL
- ❖ University of Richmond, "Hottest for International Students," Richmond, VA
- ❖ University of Texas – Austin, "Hottest for Saving America's Schools," Austin, TX
- ❖ University of Wisconsin – Madison, "Hottest Big State School," Madison, WI

In addition to the "Hottest" list, the guide also contains invaluable admissions information revealed in such articles as "In Search of the Authentic Student" in which a leading admissions dean explains what college are "really" looking for in students, "One Family's Road Trip," in which Newsweek's Howard Fineman and his daughter discuss their journey of personal discovery and growth while visiting campuses together and "A Global View," in which readers will learn about the adventures, benefits and costs of studying abroad. And in the keynote essay "Our Changing World," the president of Northeastern University looks back and weighs in on the importance of experiential education, including paid internships, community service and student research projects.

The 264-page guide will be available in bookstores and can also be ordered on Kaplan's Web site (<http://www.kaptest.com/store>) or by calling toll-free 1-800-KAP-ITEM.

About Kaplan Test Prep and Admissions

Kaplan Test Prep and Admissions (www.kaptest.com), a division of Kaplan, Inc., is a premier provider of educational and career services for individuals, schools and businesses. Established in 1938, Kaplan is the world leader in the test prep industry. With 4,000 classroom locations worldwide, a comprehensive menu of online offerings and a complete array of books and software, Kaplan offers preparation for more than 90 standardized tests, including entrance exams for secondary school, college and graduate school, as well as English language and professional licensing exams. Kaplan also provides private tutoring and college and graduate admissions consulting services.

About Newsweek

Founded in 1933, Newsweek provides comprehensive coverage of national and international affairs, business, society, science and technology, and arts and entertainment. Headquartered in New York, Newsweek has 19 bureaus located in the U.S. and around the globe. Newsweek has a worldwide circulation of more than 4 million and a total readership of more than 22 million. The magazine appears in more than 190 countries. Newsweek magazine has won more National Magazine Awards than any other newsweekly. Kaplan and Newsweek are subsidiaries of The Washington Post Company (NYSE: WPO).

Press contacts:

Russell Schaffer
russell.schaffer@kaplan.com
212-453-7538

Carina Wong
carina.wong@kaplan.com
212-453-7571