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**KAPLAN INTRODUCES KAPLAN SAT\* FLASHCUBES, THE FIRST SAT\* PREP APPLICATION FOR THE iPhone®\*\* and iPod touch®\*\***

**Students Can Now Download Hundreds of the Most Commonly Tested Words to Prep Directly on Their Favorite Devices**

New York, NY (January 14, 2009) – Kaplan Test Prep and Admissions announced today the availability of Kaplan SAT\* Flashcubes, the test prep industry's first ever SAT\* prep application available on iTunes®, for the iPhone®\*\* and iPod touch®\*\*. Kaplan SAT\* Flashcubes enables students to practice for the most widely taken college entrance exam from virtually anywhere.

“Kaplan SAT\* Flashcubes is an exciting addition to our existing series of supplemental prep tools for today’s aspiring college students,” said Anthony Manley, general manager, pre-college programs, Kaplan Test Prep and Admissions. “Students today lead activity-packed, technology-focused lives, so the best way to reinforce their classroom learning is to provide them with prep options that are relevant to the ways they absorb information. At Kaplan, we’ve sought to develop SAT\* prep resources that adapt to their lifestyles – whether it’s iPod\*\* downloads, graphic novels or on social networking sites like Facebook and MySpace.”

Using a unique 3D flashcards system, the application includes a self-study mode and a multiple choice quiz mode. Users can also create custom lists of the 250 vocabulary words currently provided and view their learning proficiency in a review option. (Additional words will soon be added to the application – for those who have already downloaded the application, there is no extra cost.) The \$4.99 Kaplan SAT\* Flashcubes focuses exclusively on vocabulary, an important segment for the Critical Reading and Writing sections of the exam.

Kaplan SAT\* Flashcubes was developed by Jirbo, Inc, a worldwide leader in developing entertainment and educational applications for the iTunes App Store.

Last year, over 1.5 million students took the SAT\*. As the leading provider of test preparation worldwide, Kaplan prepares tens of thousands of students annually for the test. This latest supplemental prep tool is part of Kaplan’s suite of materials that adapt to today’s on the go, tech savvy teens. Last year, Kaplan launched interactive, fun score-raising games on its Facebook page ([www.facebook.com/kaplan](http://www.facebook.com/kaplan)). In 2007, Kaplan debuted SAT\* prep downloads for iPods\*\* and SAT/ACT Vocabulary-Building Manga, a series of graphic novels with hundreds of frequently tested words on the exams, and also launched tools on MySpace ([www.myspace.com/kaplan](http://www.myspace.com/kaplan)).

*\*SAT is a registered trademark of the College Entrance Examination Board, which neither sponsors nor endorses this product.*

*\*\*The iPhone®, iPod touch® and iPod® are registered trademarks of Apple, Inc. All rights reserved.*

## **About Kaplan Test Prep and Admissions**

Kaplan Test Prep and Admissions ([www.kaptest.com](http://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 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 Jirbo, Inc.**

Jirbo Inc. is a world-wide leader in mobile entertainment with numerous applications on the iTunes App Store, and [Jirbo.com](http://Jirbo.com) is among the most heavily trafficked sites on the iPhone\*\* and iPod touch\*\*. In a just a few short months Jirbo has had millions of copies of their applications downloaded through iTunes. These include over 20 different games which reached the Top 100 and 7 that have reached the Top 10 with titles like Paper Football, AstroTilt, MarbleMash, and Jive. Jirbo will continue to expand its offerings worldwide in 2009. Jirbo World Headquarters is located in Los Angeles.

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