

KAPLAN PUBLISHING RELEASES GRE® EXAM VOCABULARY FLASHCARDS APPLICATION FOR THE IPHONE® AND IPOD TOUCH®

New App Enables Users to Enhance Vocabulary While on the Go

New York, February 5, 2009 – It's well-known that the iPhone is good for playing games, finding restaurants, and procrastinating on a mobile version of Facebook, but thanks to a series of new applications, it's also beginning to establish itself as a useful study device. Kaplan Publishing made a significant contribution to the iPhone's more productive side when it announced the release of its GRE® Exam Vocabulary Flashcards application today.

The app, compatible with both the iPhone and iPod Touch, is designed for would-be grad students interested in strengthening their vocabulary for the verbal portion of the Graduate Record Exam.

The new tool is an important addition to the list of mobile learning resources recently introduced by the test prep pioneer. In January Kaplan launched three other mobile applications –Medical Terms for Nurses and NCLEX-RN® Medications Flashcards, as well as SAT Flashcubes.

“The GRE® app we built combines our trusted content with our understanding of prospective grad students,” said Jennifer Farthing, executive director, business development at Kaplan Publishing. “For years, college grads have turned to Kaplan to gear up for the GRE, and now we're giving busy, tech-savvy students a resource that will enable them to prep anywhere.”

Developed in partnership with gWhiz (gWhizmobile.com), a mobile learning tools designer, Kaplan's GRE app helps future graduate students master more than 500 words for just \$4.99; it's available for download from iTunes's App Store.

“With this launch and the others, we're tapping into the growing trend of wireless applications for academic and professional training. We believe students will embrace mobile study tools that improve their test performance—wherever they may be,” Farthing continued.

The GRE® app works in two modes, flashcards and reference, which allows it to be used as both a learning tool and mobile dictionary. Each flashcard includes definition(s), phonetic pronunciation, part of speech, synonyms, and a sentence in context to master correct usage. For more information, go to: www.kaplanpublishing.com/GREapp.

In 2008 over 600,000 potential grad students took the GRE. As the leading provider of test preparation worldwide, Kaplan prepares tens of thousands of students for the GRE each year.

The GRE® Exam Vocabulary Flashcards app may be used alone or in conjunction with Kaplan's #1 best-selling GRE course[†] or the #1 book, GRE Premier Program 2009, which is available from www.kaplanpublishing.com and wherever books are sold. For more information on Kaplan's GRE offerings go to www.kaptest.com/GRE.

About Kaplan Publishing

Kaplan Publishing is one of the nation's leading publishers of academic and professional development resources, including a recently expanded trade program that includes non-fiction narratives that not only educate but entertain. Kaplan Publishing offers proven test preparation and admissions strategies for students everywhere, as well as practical advice, thought-provoking insights, and inspiring stories for the general reader. Kaplan Publishing is a unit of Kaplan, Inc., a subsidiary of The Washington Post Company (NYSE: WPO). www.kaplanpublishing.com

[†] People refers to adults who took the GRE and a course to prepare for it, were accepted into graduate school and participated in the survey. The Harris Interactive® online study for Kaplan conducted between December 6th and 21st, 2007 among 282 US adults who applied to and were admitted into graduate school, of whom 246 took the GRE and a course to prepare for it.

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