

NEW MOBILE APPLICATION GIVES BUSY NURSING STUDENTS FLEXIBILITY TO STUDY ANYTIME, ANYWHERE

Kaplan Publishing Releases NCLEX-RN® Medications Flashcards App for the iPhone

New York, January 14, 2009 – Proper study is essential when it comes to the NCLEX-RN®, the most important test students take in the process of becoming a registered nurse. To prepare, they must learn concepts for the exam while also mastering clinical skills. To help nursing students address this challenge, Kaplan Publishing, a premier provider of educational resources, has launched NCLEX-RN® Medications Flashcards, a mobile app that enables them to study for their licensure test directly from their iPhone or iPod Touch.

The application is best-in-class because it's based upon trusted content from Kaplan, it offers users an intuitive, dynamic interface, and, at \$9.99, it's affordable. Developed in partnership with gWhiz (gWhizmobile.com), a mobile learning tools designer, NCLEX-RN® Medications Flashcards helps nursing students study medications tested on their exam. It's available for purchase from iTunes's App Store.

"We know from our in-depth work with nursing students that they have a tremendous amount of critical material to learn for the NCLEX, and they are particularly time-challenged, so convenience is key," said Jennifer Farthing, executive director, business development at Kaplan Publishing. "Our new application allows them to thoroughly study medications, their uses, and critical patient considerations while on the go. It's another way Kaplan is helping students attain their goals and achieve success."

The application features more than 300 medication flashcards including their generic and trade names, phonetic pronunciation, drug category, clinical use/treatment, potential side effects, and patient considerations. It sorts complex information into categories and subcategories to facilitate targeted learning. Students may use it in quiz mode to reinforce learning and track progress.

The NCLEX-RN® Medications Flashcards app may be used alone or as a companion to bestselling *Kaplan NCLEX-RN® 2009-2010* test prep guide, which is available from www.kaplanpublishing.com and wherever books are sold. As the leading provider of test preparation worldwide, Kaplan prepares tens of thousands of students for the NCLEX-RN®. For more information about Kaplan's nursing programs go to www.kaplannursing.com.

The NCLEX-RN® Medications Flashcards is the first in a series of mobile applications for nurses that Kaplan Publishing will be launching this winter. Future applications include Medical Terms for Nurses Flashcards, Math for Nurses Flashcards, and Spanish for Nurses Flashcards. With this launch and the upcoming products, Kaplan is tapping into the growing trend of wireless applications for professional training. For more information, go to: www.kaplanpublishing.com/nursingapps.

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

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