

**Industry Leader Kaplan Launches First Comprehensive SAT Test Prep Online at www.kaptest.com
Expanding Access To Students Worldwide and Targeting Competitive College-bound Teen Market**

Online College Admissions Course Coming in December

New York, December 1, 1999 - Kaplan, the nation's premier education and career services company, has launched an online SAT test preparation course at www.kaptest.com, making its nationally-recognized SAT prep available to millions of students around the world, regardless of their proximity to a Kaplan center or their scheduling limitations. The online course, priced at \$399, presents the first comprehensive option for students who have been unable to take advantage of a traditional SAT preparation class.

"The Internet has leveled the playing field, making education much more broadly accessible. Through kaptest.com, Kaplan aims to make top-notch test preparation convenient and available to as many students as possible," said John Polstein, president of Kaplan Test Preparation and Admissions, a unit of Kaplan. "Kaplan has been a leader in establishing the Internet as an effective mode of educational delivery, and has been a long-time pioneer in using evolving technologies to enhance our courses, products and services. Our many offerings on kaptest.com, including our new SAT course, illustrate that."

"With more than 24 hours of multimedia lessons and interactive quizzes, Kaplan's online SAT course is the most comprehensive, interactive option on the Web for students preparing for the SAT," said Sharon Miller, vice president and general manager of www.kaptest.com. "An online course offers the most convenience to high school students who are among our busiest customers. Students can learn at their own pace, attending class anytime, anywhere at school between classes, or at home after swim practice."

The number of students enrolled in U.S. colleges and universities is expected to grow 14 percent by 2009, fueling an increasingly competitive college admissions market and making a strong SAT score essential. Furthermore, as the number of high school seniors taking the SAT continues to grow - 1,300,000 students took the exam in 1998 - test preparation becomes an important option for students applying to college.

Kaplan's online SAT course features:

Unlimited access to more than 20 hours of multimedia lessons (i.e. split screen of video and web-linked slide show) with corresponding SAT lesson book

Interactive exercises and dynamic animations

Email help from Kaplan experts who respond within 24 hours

Diagnostic test to assess each student's skills

Online academic support through a database of over 75 frequently asked questions (FAQs)

Weekly coaching emails providing study tips and up-to-the-minute test information

Comprehensive home study kit including: a home study workbook; CD-ROM (with diagnostic test, five full-length tests, extra lessons, study tips); vocabulary and math flashcards and book, A Parent's Guide to College Admissions

Kaplan became the first major industry player to launch online test preparation when it debuted its prep offerings for graduate admissions exams (GRE, GMAT, LSAT and NCLEX) in early September. In addition to the SAT course for college-bound students, Kaplan will also be the first to offer an online college admissions course and essay review in December.

The response to kaptest.com has dramatically surpassed company expectations since its introduction in September, confirming the trend of increasing student use of the Internet for all kinds of academic services. Online registration for Kaplan's "bricks and mortar" courses has increased 50 percent, and nearly 20 percent of the students who sign up over the Internet are opting to prepare with one of Kaplan's new online offerings. Kaplan expects its online SAT course to continue to fuel the tremendous growth of kaptest.com as students increasingly prepare for this high-stakes exam.

Other online preparation courses on kaptest.com include: the Graduate Management Admissions Test (GMAT), the Graduate Record Exam (GRE), Law School Admission Test (LSAT), National Council Licensure Examination for Registered Nurses (NCLEX-RN), and Certified Public Accountant (CPA) exam. kaptest.com offers essay review for the GMAT and GRE, application essay review for law school, business school and graduate school, and eight topic-specific workshops for students preparing for the GMAT, GRE and LSAT. The site also offers free, comprehensive information on schools and programs; applications and financial aid; study skills; and career guidance.

About Kaplan

Kaplan (www.kaplan.com) is a premier provider of educational and career services for individuals, schools and businesses. Kaplan offers test prep and admissions services (www.kaptest.com); K-12 educational programs for kids and parents through SCORE! Learning Corporation and www.eSCORE.com; on-site education and professional development at schools and universities; books and software; professional education services; and distance learning programs (www.KaplanCollege.com). Kaplan is also the majority shareholder in BrassRing Inc. (www.BrassRing.com), which combines recruiting, career development and hiring management services for employers and job candidates. Kaplan is a subsidiary of The Washington Post Company.

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